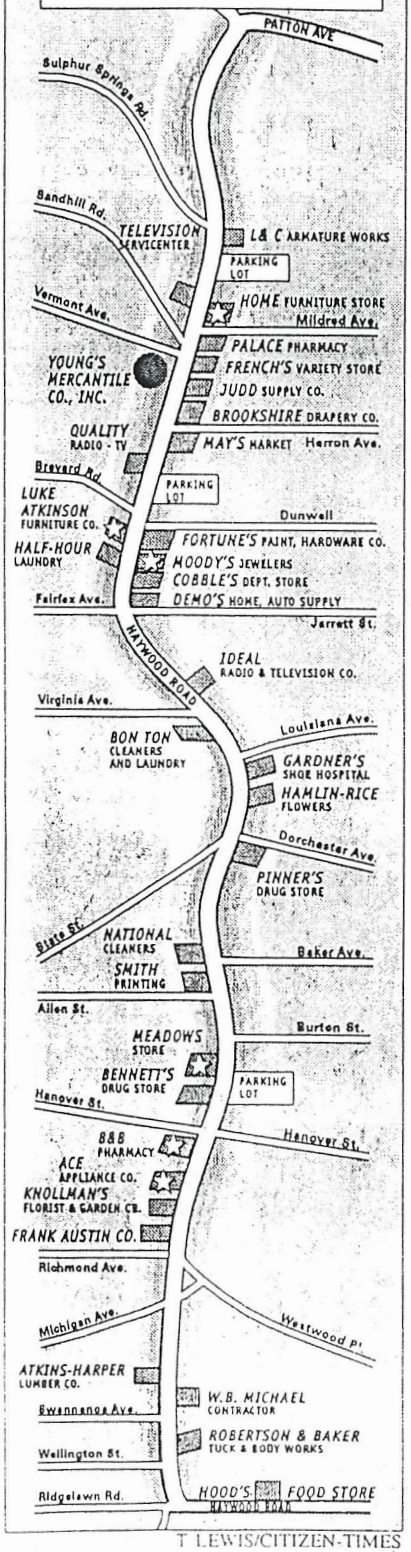
West Asheville Businesses

A-Z

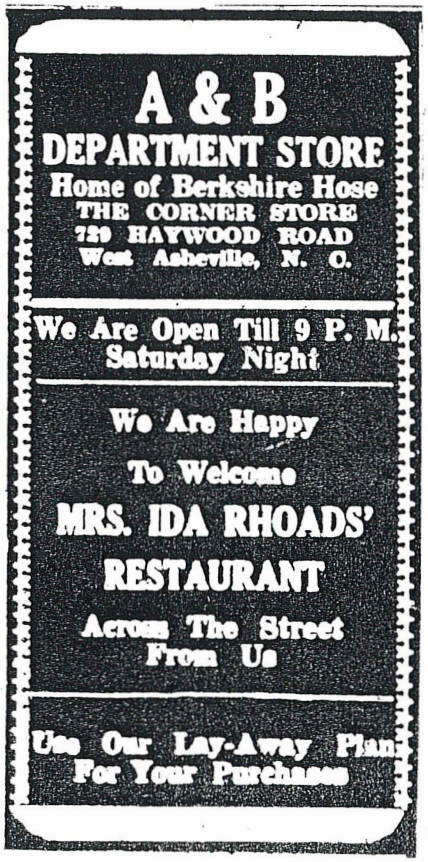
DOWN MEMORY LANE...

This recreation of a 1957 advertisement for "Friday Night Sweepstakes" shopping until 9 p.m. on Haywood Road in West Asheville shows the businesses that existed before and during the '50s, as well as those that remain today.

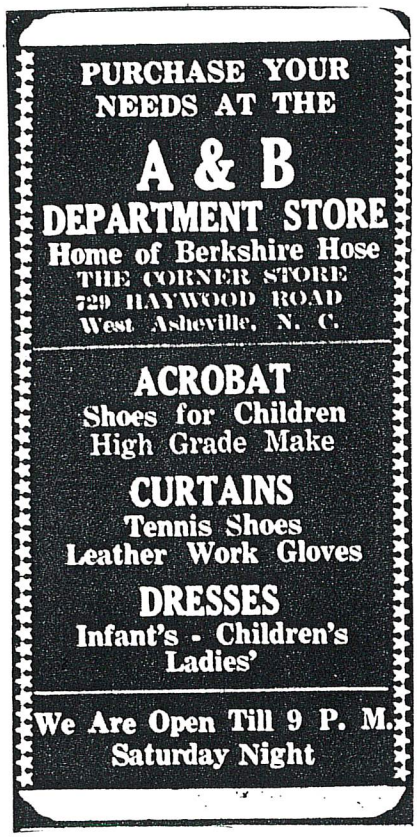
☆ Businesses that still exist in same general location.



T. LEWIS/CITIZEN-TIMES



West Asheville News February 23, 1945



West Asheville News April 13, 1945

West Asheville News March 15, 1946

FORCED TO VACATE
A & B DEPARTMENT STORE

729 HAYWOOD RD. WEST ASHEVILLE

Save With Us On Your

EASTER NEEDS

DRESSES
All Sizes, Styles
and Colors

SHOES & SANDALS
For The Family

PANTIES - SLIPS - GOWNS
PAJAMAS

LUGGAGE - NOVELTIES
JEWELRY

Men's
UNDERWEAR - TIES
WORK CLOTHES
SPORT SHIRTS

FORCED TO VACATE
A & B DEPARTMENT STORE

729 HAYWOOD RD. WEST ASHEVILLE

Save With Us On Your

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DRESSES
All Sizes, Styles
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SHOES & SANDALS
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PANTIES - SLIPS - GOWNS
PAJAMAS

LUGGAGE - NOVELTIES
JEWELRY

Men's
UNDERWEAR - TIES
WORK CLOTHES
SPORT SHIRTS

DEPARTMENT STORE
REMOVAL SALE

723 HAYWOOD ROAD

For

SPECIAL VALUES
EVERY DAY

A & B
DEPARTMENT STORE

THE CORNER STORE
723 HAYWOOD ROAD
West Asheville, N. C.

WE ARE NOW
LOCATED
in our
NEW HOME
723 Haywood Road

Watch This Paper for
Our Formal Opening.

WE ARE OPEN 9 A. M.
TO 8:30 P. M.
Saturday Night

West Asheville News May 24, 1946

A & B
DEPARTMENT STORE
723 HAYWOOD ROAD
West Asheville, N. C.

We wish to welcome and announce Jim Ross, Jeweler and Watch Repairer, formerly with Coble Department Store, now joins the A & B Dept. Store.

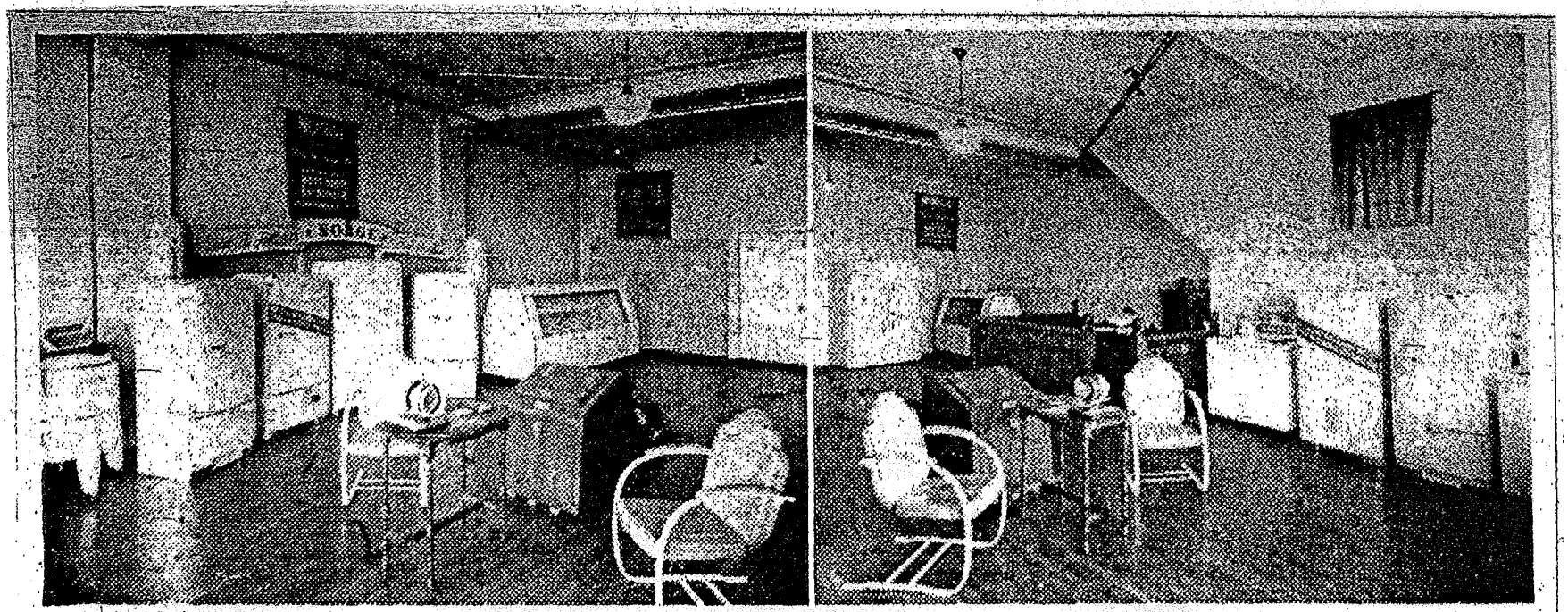
Swim Trunks were $3.98
Reduced Half Price

Special Lots
Ladies - Children's
Dresses Reduced
Half Price

Special Lots Sandals
Reduced 50c & $1.00

Work Pants $1.98

Boy's & Men's
OVERALLS



SHOWROOMS OF A & B REFRIGERATING CO., INC., 444 Haywood road. Unusual interest in Norge electric ranges and Rollator refrigerators since their display at the Citizen-Times cooking school is noticed. This firm supplied the three handsome Norge electric ranges for the school demonstration. Sam Brown, manager, says, "We have been notified that manufacture of refrigerators and ranges will cease on April 30th. However, we have on hand a fair stock of these appliances, including a few 1941 models, which we expect to pass on to the public at the old prices, as long as it lasts. We also have one of the ranges left that was used by Miss Chambers at the school. This model will sell at a $20 discount. In addition to these, we have a number of extra fine "trade-ins" in both gas and electric ranges and refrigerators at real bargain prices. Sam Brown, manager, was for many years connected with Reusing's, of Asheville, and has had more than 12 years' experience in the refrigeration business. Their phone number is 2610.

Asheville Times March 14, 1942

A & M GARAGE

12 BREVARD ROAD

General Repairing, Wrecker Service, Body and Fender Works

BATTERY AND IGNITION SERVICE

24 Hour Service Phone 80

A & M GARAGE

General Repairing — Body & Fender Work
Wrecks Rebuilt

Phone **80** | 12 Brevard Road

Asheville Citizen Dec. 12, 1937

FINE SERVICE AT A & M GARAGE

Painting And Fender Straightening Are Featured

If your car is not giving the performance that you think it should you should by all means take it to the A & M Garage located at 12 Brevard road in West Asheville and have an experienced mechanic give it a thorough check-up.

R. L. Atkins, manager, states that his firm is in position to do all types of automobile repairing and that the cost is always reasonable. Painting cars and straightening fenders are a specialty at this shop. Cars that look well and are in good mechanical condition makes the owner feel good and at the same time the value is greatly increased in event owner wants to trade his car in on a new model.

Rebuilding wrecked automobiles is another feature service at the A & M Garage. A twenty-four-hour wrecker service is maintained and the Holmes power operated wrecker is used. Body and fender work is done as well as all types of general automobile repairing. The A & M Garage has been in the same location for the past 12 years and have built an ever increasing business due to the fine type of work that is done at all times, said Mr. Atkins. Willard and Exide batteries are carried in stock. The motorist is invited to call phone number 80 for free estimate and complete information.

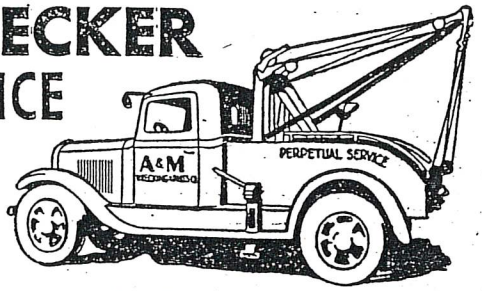
Asheville Citizen August 29, 1938

A & M GARAGE

24 Hour Service

WRECKER SERVICE

Call 80



GENERAL AUTO REPAIRING

BODY - FENDER - PAINTING

(A-47) 12 BREVARD RD.

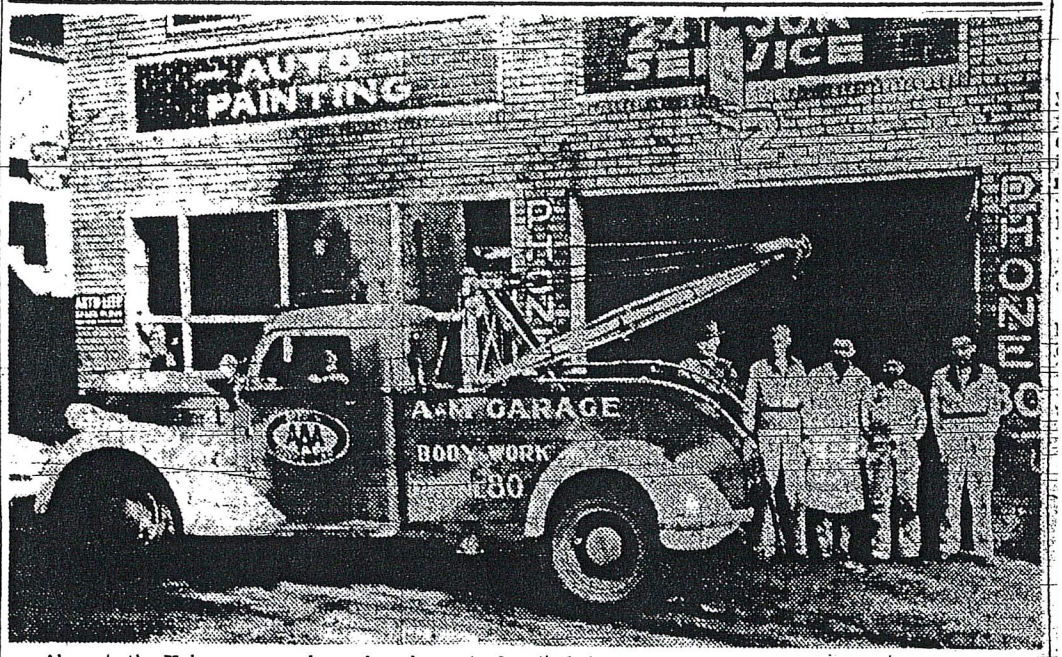
GIFTS
FOR YOUR CAR!

It will repay you in GAS SAVINGS and Performance MANY TIMES OVER—to give your car a THOROUGH CHECK-UP — Motor, Carburetor, Radiator and Transmission.

WRECKER SERVICE

A & M
Phone 80
GARAGE & BODY WKS.
12 Brevard Rd.

Jimmy Crompton New A & M Garage Foreman



Above is the Holmes-powered wrecker shown in front of the A & M Garage & Body Works, West Asheville's oldest garage. Located at 12 Brevard road, this garage offers the services of all their personnel to automobile owners. Reading from right to left are shown Manager Clarence Miller, Ed McGlamery, W. F. Hensley, Foreman Jimmy Crompton, and John Riddle. Night-operator Henry Riddle was absent when the photo was made. Mr. Crompton has been associated in the auto repair field for more than 20 years. John Riddle, head of the body repair department, is one of Asheville's most experienced repair men.

Asheville Citizen October 28, 1940

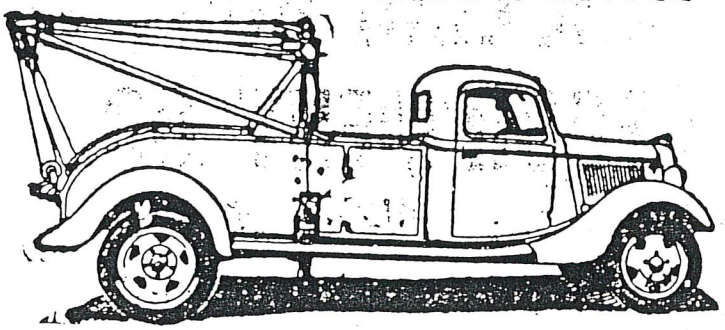
Asheville Citizen June 2, 1941

WELCOME
First National Bank
TO
WEST ASHEVILLE
Expert Mechanical Work.
Body and Fender Work
24-Hour Wrecker Service

A & M GARAGE & BODY WORKS
12 Brevard Road Phones 79 & 80

West Asheville News August 16, 1946

24-HOUR WRECKER SERVICE



Telephone **79** *or* **80**

NIGHTS - SUNDAYS - HOLIDAYS - CALL 1935-M

(A-114) **A & M GARAGE & BODY WORKS**

12 BREVARD RD. - W. ASHE.

Asheville City Directory, 1947

Overland-Willys Knight

SALES AND SERVICE

When in need of repairs to your car (any make) don't forget the NEW GARAGE just opened and ready for business. All work guaranteed.

We Specialize in Brakes

Give Us a Trial

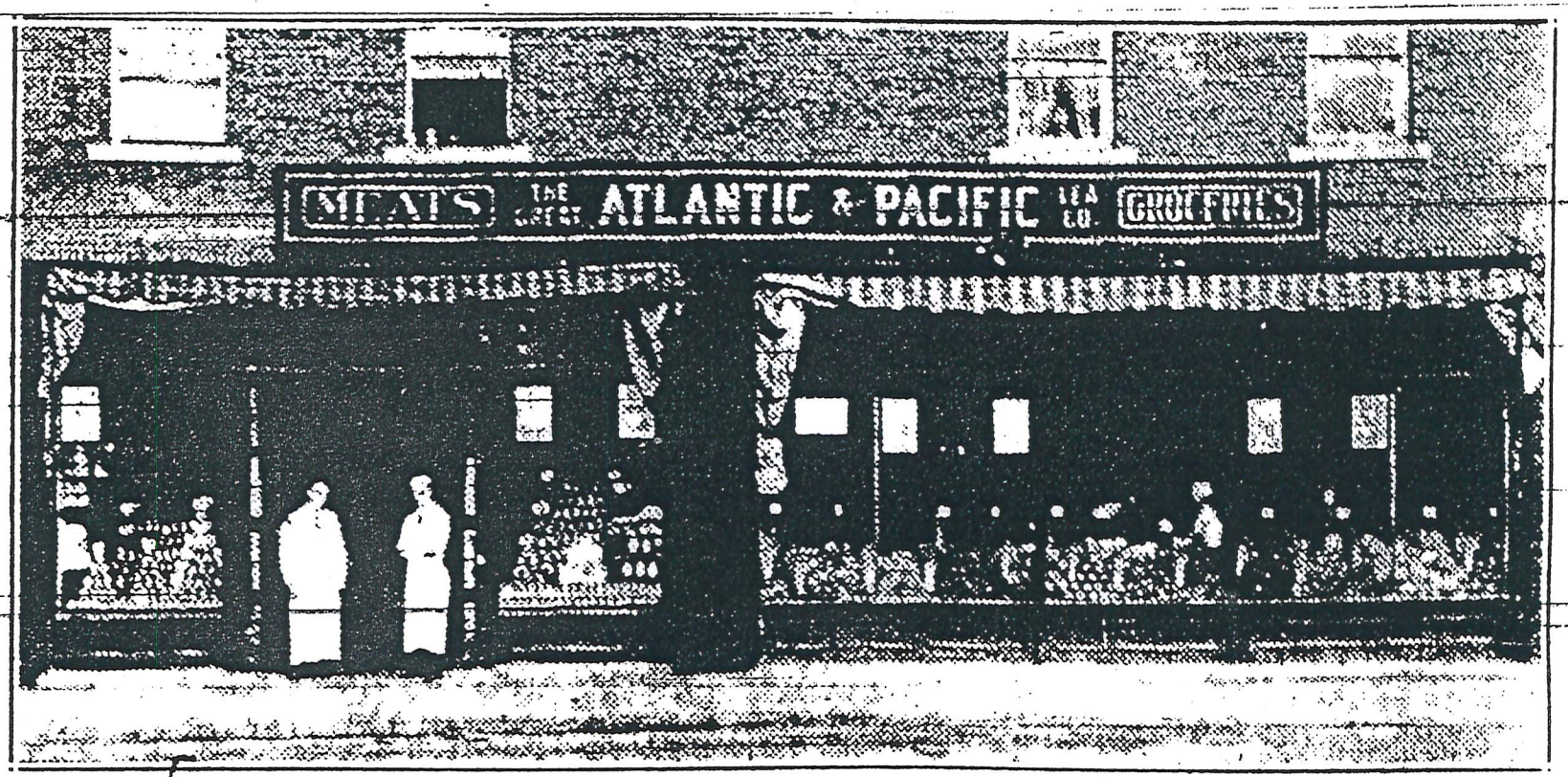
A. & P. Motor Co.

290-292 Haywood Road **West Asheville, N. C.**

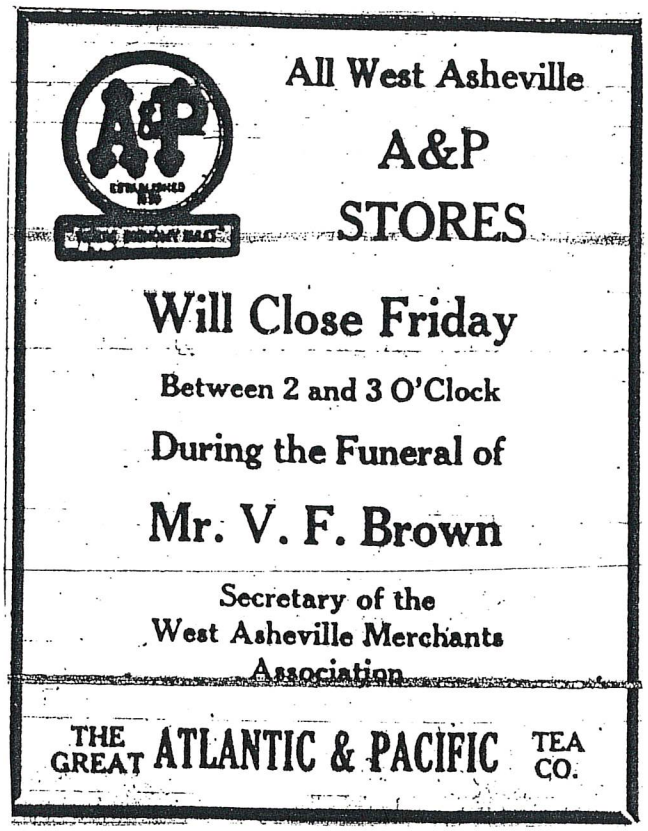
March 31, 1929

THE SUNDAY CITIZEN, ASHEVILLE, N. C.

One Of A. & P. Tea Company Prize Stores



This store, located on Haywood Road in West Asheville, is one of the excellent units of the A and P. Tea company, serving Asheville's housewives. —Staff Photo by Michael.



Asheville Citizen April 18, 1930

ALBERT R. ESTES
P.O. BOX 9251
VIRGINIA BEACH, VA 23450

757-463-1856
rayestes@aol.com

March 5, 2002

Dear Betty Anne:

I received your note and item about The West Asheville History Project several days ago. Like you, I put it in a stack of 'stuff', to finish ASAP and somehow it has kept going to The bottom of the pile. Methinks it's because I really don't know what response you need for the project and wonder if my memory bank contains the desired data.

Dad managed an A&P store at 415 Haywood Road from (?1931-2) when the 'corner A&P' was closed in favor of the new Super Store (A&P) next to the Methodist Church on Haywood Road about 1938-9. Dad did not think the super store concept would take hold, people wanted to be waited on, he said. He leased the space at 415 Haywood Road with Ed Johnson and together they operated Estes and Johnson Grocery and Meats. The economy was very bad at the time and many folks had to 'charge their groceries and pay later'. Dad, was very generous in extending credit and wound up closing the store and opening one at the head of Burton St. which continued an economic slide into closure. Not foreclosure, he paid every Penny he owed, but most that owed him said, 'bye, bye'. I've had many good hot-dogs at Saucy Sandwich.....mmmmmmm! Good!

I remember Jax-Pax Grocery at S.W. corner of Haywood Road and Michigan Avenue. I seem To remember Mr. Morgan as manager???? I remember Metcalf's, too, but can't recall Details. There was an Atkins Garage just north of the Haywood Road, Michigan Ave. intersection. I spent many hours 'hanging out' there. Pumped gas, worked for nothing so to speak just for the fun of it. They had an ace wrecker driver, Marion Poor (nickname Ham), and at times he'd let me ride the wrecker with him. Saw many serious accidents and watched Ham as he professionally performed his job. Ham is the father of your sister in law, Peggy.

I remember Restaurants, Drug Stores, Barber Shops, service stations, theaters, cleaners, and more, but details and photo's are not with me. Remember, I left Asheville at age 18, returned at almost 21 and was recalled to Active Duty (Navy) in 1950 and have been gone since then except for visits home. At age 76 I do good to remember to get up each day and I feel so blessed that I can.

Sincerely,

Ray Estes

Asheville Citizen Times, Sun., Jan. 19, 1986

Ace Has 4-Point Formula For Success

Once mainly a "white goods" appliance and service store, Ace Appliance Co., 444 Haywood Road, now attributes 20 to 25 percent of its sales to television sets, video cassette recorders and related equipment.

But the "white goods" — refrigerators, freezers, washers, dryers, ranges, ovens, etc. — are still the mainstay, according to James B. Smith, president, who said 1985 was an excellent growth year for the firm he founded in 1956.

To accommodate its growth in "brown goods" — TVs, VCRs, etc. — Ace expanded its operation last year by opening a service center on nearby Richmond Avenue for those merchandise lines. The service center for "white goods" remains at the store's main location.

Ace sells appliances made by White-Westinghouse, Maytag, Litton, Magic Chef and Sharp. In the video field, product lines include RCA, Magnavox, Sharp, Mitsubishi and DuMont.

Microwave oven sales are also a staple. Products offered include White-Westinghouse, Sharp, Litton, Magic Chef and DuMont.

For 1986, Smith said, Ace plans to expand its operations in the video field and is looking forward to further growth.

The firm is operated by Smith and his son, Bruce, vice president. Another son, Wayne — who was vice president for sales, purchasing and advertising — died last year. TV and radio audiences probably remember Wayne Smith for the TV and radio commercials he did to promote the firm. Some of the Ace's commercials are now done by Bruce Smith.

The growth rate and success of the family-owned business has been so remarkable that other businessmen in the nation have visited the Smith family to learn their "secrets."

But J. B. Smith makes no secret of the formula for his success — a four-point program which has brought Ace a long way since Smith opened a small appliance service center 30 years ago.

The program involves the service and parts department's commitment to making every reasonable attempt to satisfy customers; good credit and good relationships with area banks; lots of advertising; and dedicated employees.

In 1979 Ace joined Nationwide Buying Group, the largest appliance buying group in the country. Smith said this enables Ace to buy at the cost level of the group and pass the savings along to its customers.

ACE APPLIANCE CO.

"WHERE SERVICE IS THE ♥ OF OUR BUSINESS SINCE 1956"

Please join us for our

45TH ANNIVERSARY SALE

THURSDAY NOVEMBER 15TH, 2001 4:00 PM TO 8:00 PM

Dear Valued Customer,

The Smith family invites you to join us for a very special **Customer Appreciation Sale.** We have been serving Western North Carolina's home appliance needs since 1956. That's **45** years of giving you, the customer, the best service possible.

MAYTAG

This is our way of saying thank you for letting us serve you over the years. We'll have extra low **CLOSE-OUT PRICING** on name brand appliances like refrigerators, ranges and dishwashers by **GE, MAYTAG,** and **FRIGIDAIRE**.

GE

BIG SAVINGS - STOREWIDE FOR THIS ONE DAY ONLY EVENT!

JENN-AIR

Remember, we are a self-servicing appliance dealer, so all of our products are backed by our own **in-store, award winning** service department. **Professional** and **courteous** delivery is also available.

SCRATCH AND DENT MODELS WILL BE AVAILABLE AT EXTRA SPECIAL LOW PRICES !

Frigidaire™

Don't miss this opportunity to get quality appliances for your home at the **LOWEST PRICES OF THE YEAR.** Plan to be here **THURSDAY NOVEMBER 15TH, 2001 from 4:00 PM to 8:00 PM.** We'll have **special financing** available too!

Magic Chef®

FANTASTIC DOOR PRIZES will be given away starting at 7:30 PM. No purchase is necessary and you need not be present to win.

BRING IN THIS LETTER AND GET AN ADDITIONAL $10.00 OFF YOUR PURCHASE OF $200.00 OR MORE

Thank you for shopping with us. We appreciate your business!

Sincerely Yours,

Bruce Smith

12 MONTHS SAME AS CASH

No Interest and No Monthly Payments With $300.00 Minimum Purchase and Approved Credit

444 Haywood Road • Asheville, NC 28806 • (828) 258-1252 • FAX 251-0511

Family Owned & Operated

Ace Appliance Company has been serving Western North Carolina since 1956

Top-of-the-line Appliances

Ace Appliance carries only the most recognized names in the appliance industry and sells at competitive prices

Built On Customer Service

With Western North Carolina's best factory trained service department **Ace Appliance** guarantees your complete satisfaction

Delivery Available

Ace Appliance Company has the best trained appliance delivery personnel in Western North Carolina

PRSRT STD
U.S. POSTAGE
PAID
ASHEVILLE, NC
PERMIT # 593

ASHE-BUNC LIBRARY
942 HAYWOOD RD
ASHEVILLE NC 28806-2637

ACE APPLIANCE CO.
"WHERE SERVICE IS THE ♥ OF OUR BUSINESS SINCE 1956"

444 Haywood Road
Asheville, NC 28806

ACE APPLIANCE CO.

"WHERE SERVICE IS THE ♥ OF OUR BUSINESS SINCE 1956"

444 Haywood Road
Asheville, NC 28806
(828) 258-1252

Store Hours:
Mon.-Fri. 9:00 am to 6:00 pm
Saturday 9:00 am to 4:00 pm
Sunday — Closed

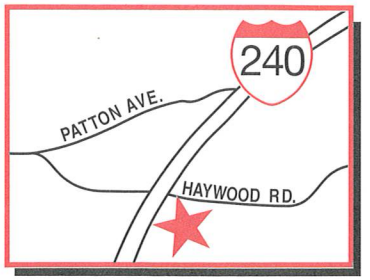
Service Department Hours:
Mon.– Fri. 9:00 am to 6:00 pm
Saturday–Sunday — Closed

Financing available

VISA MasterCard DISCOVER

Accepted

Located just off I-240 at EXIT #2 in West Asheville



THE ADMIRAL

The elegance of a clipper ship in full sail with the practicality & economy of a cinder block.

The Admiral embarked not with a set course, but steered more in a general direction. We had little doubt that we could cultivate a successful dive bar, but we aspired to create an unexpected restaurant that thrived on its talent and creativity.

With the procurement of a modest cinderblock building on the wage earning side of town we succeeded in our goal - to serve delicious food without having to hold on to convention, all in an atmosphere that lacks the restraints of standard technique.

We hope you find our décor timeless, our service gentle, and our cuisine inventive and delicious.

Our doors are open 4pm-2am Monday thru Saturday. The menu changes frequently to maintain freshness and creativity.

Reservations are recommended. Please call us at (828) 252-2541 before 5pm.

Join us every Saturday night for a Soul/R&B/Mod/Garage dance party.

A special late night menu is served 10:15pm-1:30am.

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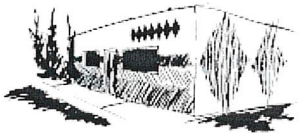
about us

meet our crew

see the menu

notes from the kitchen



400 Haywood Road
Asheville NC 28806

Monday thru Saturday
4pm-2am

info@theadmiralnc.com

For reservations,
please call before 5pm
(828) 252-2541

myspace.com

THE ADMIRAL

01 . 12 . 2010

small plates

British Colombia Kushi Oyster
Mignonette, Cucumber Gelee

Truffled Celeriac Bisque
Sour Cream, Celery, Peanuts

Baby Arugula
Granny Smith, Cashew-Pistachio Brittle
Cypress Grove Humboldt Fog

Grilled Romaine Heart
Caesar Dressing, Crouton
Nicoise Olive, Pecorino Romano

PEI Mussels
PBR, Bacon, Roasted Garlic
Caramelized Onion, Hickory Smoke

Veal Sweet Breads
Sweet Potato Bisque
Apple-Bacon Chutney, Ginger Cream

Braised Angus Short Rib
Cauliflower Gratin, Parsnip
Rouge Creamery Smoked Blue Cheese

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about us

meet our crew

see the menu

notes from the kitchen

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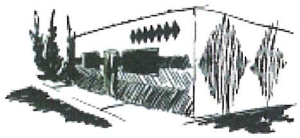

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4pm-2am

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For reservations,
please call before 5pm
(828) 252-2541

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myspace.com

Seared Lamb Loin
Black Garlic Risotto
Local Collards, Chevre, Beets

Hickory Nut Gap Pork Belly
House Made Kraut, Rye Bread Crouton
Riesling-Caraway Cream

Seared Monk Fish
Farro Antica, San Marzano Tomato
Nicoise Olive, Lemon Emulsion

Theros Poached Yellowfin Tuna
Dashi, Tuna Sausage, Quail Egg
Cucumber, Togarashi

Angus Tenderloin Tartare
Poached Egg Yolk, Cahills Porter
Cornichon, Toast, Grain Mustard

South Carolina Squab
Dirty Rice Farro Verde, Truffle
Brussel Sprout, Natural Jus

big plates

Buttermilk Poached Chicken Breast
Potato Puree, House Made Kraut
Crispy Skin, Jus

Edens Farm Berkshire Pork Chop
Anson Mills Blue Corn Grits
Collards, Sea Island Red Peas

Seared Diver Scallops
Farro Verde, Asparagus
Melted Leeks, Satsuma
Carrot Nage

Wild Striped Bass
NC Littleneck Clams
Fingerling Potato, Chorizo
Saffron, Rouille, Crostini

American Lamb Shank
Anson Mills Polenta, 64 Degree Egg
Arugula, Fennel, Cardamom Jus

Angus NY Strip
Hickory Smoked Baked Potato
Broccoli, Cheddar, A-1 Demi Glace

24oz Allen Bros. Dry Aged Ribeye
Potato Puree, Parsley Salad

after

Coffee Creme Brulee
Coco Nibs

Chocolate Torte
White & Dark Chocolate Ganache
Freeze Dried Raspberry

Hudson Valley Foie Gras
Brown Butter Pound Cake, Cranberry
Nutella, Hazelnut Caramel

late night / snacks

Oyster w/Mignonette

Skirt Steak Taco
Huitlacoche, Chevre, Pickled Onion, Cilantro

Arugula Salad
Granny Smith, Hazelnuts, Humboldt Fog

Hells Bells Pimento Cheese
Crudities, Baguette

PEI Mussels
Fra Diablo, Toast, Pesto

Tenderloin Steak Tartare
Cornichon, Toast, Mustard, Egg

late night / sandwiches

With Chips, Arugula Salad, Potato Salad, Or Pasta Salad

Grilled Chicken
Bacon, Fried Egg, Basil, Goat Cheese

Fried Chicken
Kimchi, Fried Egg, Bonito, Korean Chili

House Smoked Pulled Pork
Cole Slaw, BBQ Tomato Jam, House Pickles

Italian Meatball Hoagie
Fra Diablo, Fontina, Pecorino Romano, Basil

Vietnamese Hoagie
Hickory Nut Gap Pork Belly Or Viable Cultures Tempeh
Daikon, Carrot, Jalape–o, Cilantro, Cucumber, Sriracha Mayonnaise

Everett Farms Local Beef Burger
with choice of
Smoked Pimento Cheese, Applewood Bacon, House Pickles
Rouge Creamery Blue Cheese, Caramelized Onion, Steak Sauce
Cheddar, Short Rib Ragout, Crispy Shallot, Demi Glace

400 Haywood Road, Asheville, NC | (828) 252-2541 | info@theadmiralnc.com

</HTML

- dining home
- **asheville** restaurants

The Admiral
Proudly flying the **West Asheville** flag
by Hanna Rachel Raskin in Vol. 14 / Iss. 29 on 02/13/2008

Flavor: Warm and cozy continental
Ambiance: Neighborhood watering hole for the hippest of neighbors

I'm quite sure I'd have to surrender my alternative-press credentials if I didn't like The Admiral.

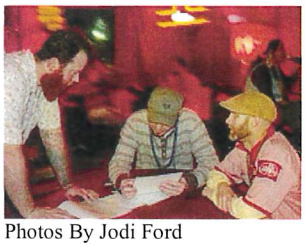
The Admiral, the snug little gastropub that suddenly materialized late last year across the street from BJ's convenience store on Haywood Road, probably hews more closely to the tenets of good alt-journalism than any giveaway tabloid-sized paper you're likely to find. According to the Association of Alternative Newsweeklies, the member-driven group charged with corralling an oft-unruly bunch of papers, the best examples of the alternative press focus on local culture, exhibit an informal and sometimes profane style, tolerate freedom and social difference and generally do what the mainstream doesn't. And how does The Admiral rank against those lofty criteria? Check, check, check and *check*.

The AAN is slightly too hip to mention the final component to which all weeklies aspire: Effortless cool, a category in which the Admiral excels. Surely you don't have to be tight-jeaned and tattooed to dine here, but it's impossible to dodge the self-assured aesthetic that prevails. The Admiral, with its muted lighting and Po-Mo patrons, feels very much like a trendy Williamsburg dive bar—albeit with significantly more square footage.

Struggling artists' fantasies of *la vie artistique* extend even to the hack jobs they work to support their creative habits, and it's easy to imagine them pining for meaningless work at a place like the Admiral. It's nigh impossible—not to mention unworthy of one's memoir—to dither about first drafts with a fellow fry cook at McDonalds. But The Admiral, by contrast, reverberates with knowingness and an almost-total nonchalance about the actual business of food service.

Which doesn't mean the food isn't good. In its own offhanded way, the Admiral does a masterful job of serving starving-artist comfort food—utilitarian white plates piled high with sautéed tofu, clumps of spinach and crackly roasted potatoes, all done up to match the season. Many of its offerings are downright lovely. Still, food isn't always front and center here: If having to read this far into the review to find a mention of what's emerging from the Admiral's open kitchen made you wish you had something far less aggravating to do, like listen to the steady drone of a drill outside your office window, then the easygoing vibe at the Admiral might not suit you at all.

But for those willing to relax into one of the warm booths reserved for diners, perhaps nursing a well-mixed drink all the while, the Admiral touts its signature grog made from Sailor Jerry's spiced rum and Cheerwine, though the bartenders are thoroughly fluent in the non-soda-pop end of the sippable spectrum. Then there are some terrifically rewarding dishes on the strongly Continental menu: voluptuous mussels, swimming in a puddle of broth stocked with equally-sized dices of spicy chorizo sausage and sweet tomatoes, and a beautifully grilled steak wearing a gossamer-thin sheath of salt.



Photos By Jodi Ford

And sometimes there aren't either of those things, because all the informality and freedom at the Admiral conspire to produce an ever-changing bill of fare. Beloved favorites vanish overnight: "I'm not sure we'll see the mussels again," a genuinely kind server told me grimly a few nights before the bivalves miraculously reappeared. Diners who arrive at fashionably late hours often go without. As a note on the Xeroxed menu reads: "We change our menu daily to keep our cuisine fresh and exciting, it is not a rarity for us to run out of something, the earlier you're here the better."

If you had the run of the menu last month, your appetizer choices might have included hummus dashed with japaleno and poblano peppers, soup and a pimento-cheese platter. The creamy three-potato soup I sampled was so congealed, it could easily pass for a dip—and a disappointingly bland one at that. But the easy-to-eat pimento cheese was zippy and satisfying, even if the title ingredient—a Highland Black Mocha Stout—was a staunchly fugitive flavor, lending the finished product neither the heartiness nor the chocolate overtones typically associated with the seasonal brew.

I found something to like on almost every entrée plate, although a few dishes were marred by wildly askew seasoning. A perfectly delicious rack of lamb was glazed with an off-putting *gastrique* of apple cider and apricots that made for a bitter finish, while an already overcooked catfish was further damaged by a misconceived Dijon barbecue sauce that tasted gloppy and flat. Still, both entrées were served with crisp, roasted hunks of potatoes that could very well have won honors for best side dish, had the salmon and sausages not shown up accompanied by a mound of mashed root vegetables.

Root vegetables are the comic foils of the produce department, with silly names like parsnip, turnip and rutabaga, and laughable sales to match. While carrots have ridden to greatness on their reputation as Vitamin A powerhouses, their subterranean brethren have suffered, written off by most Americans as poverty foods. But the Admiral's superb take on the genre is good enough to make even an apartment dweller consider digging a root cellar. It's a simple preparation, to be sure, but as aficionados of biscuits and macaroni-and-cheese know, there's often glory in simplicity.

The mashed root vegetables are the mash in the Admiral's version of Bangers and Mash: The bangers are venison and blueberry-stuffed sausages, a combination that's as good as it is audacious. Blueberry sausages initially struck me as a parlor trick or a recipe dreamt up by a publicist for the State of Maine, but the flavor was surprisingly spot-on.

I was also wowed by the duck, a house-smoked leg and thigh that was wonderfully warm and juicy. Served alongside a mess of mashed potatoes braided with Brie, it bespoke all the best of winter.

If I hadn't enjoyed the Admiral, I'm guessing my cred would be the only casualty. The place has been crowded every time I've visited, and I doubt anything I said would dissuade its **West Asheville** neighbors from making it a favorite hangout. That's because the Admiral is hitting one more mark set by alternative weeklies everywhere: It's creating a community, which is reason enough to welcome it to the street.

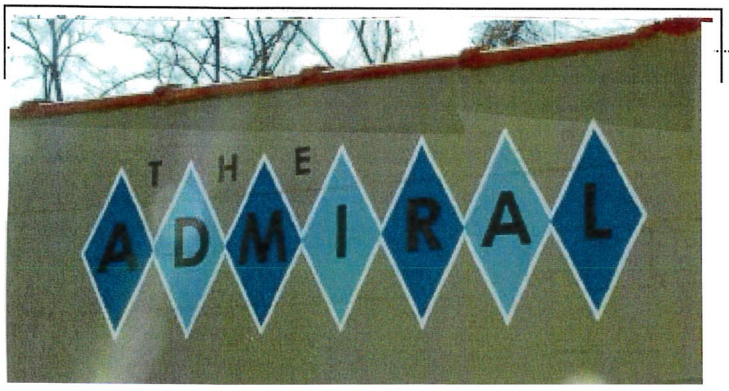
Restaurant Information See all listings

SUNDAY, AUGUST 16, 2009

The Admiral in West Asheville

Van And I were in Asheville on Thursday and a friend and her husband told me to check out The Admiral. It is a little funky gastropub style place. Van had the wild Sockeye Salmon with Blue Corn Hominy and Fried Green Tomatoes. I had the Kurobota Pork Chop with Pommes Frites,Arugula, Goat Cheese, and Balsamic Reduction. The place sits about 50 people including the outside. They change their menu daily and they have a small garden out front. The place was full the whole time . And on a side note they have PBR in a can.

Here are some pictures from the web.



German grocery chain Aldi opens first Asheville store

By Mark Barrett
STAFF WRITER

ASHEVILLE — At a typical full-service grocery store, the shelves might hold a regular can of Campbell's tomato soup, a premium brand, a can of the store's house brand, a can with less salt, another in a special container that allows it to be heated in a microwave oven and so on.

At the Aldi grocery store that opened Thursday at 1344 Patton Ave. in West Asheville, there is one kind of a tomato soup on the shelves. But, it's cheap: 39 cents a can.

Local residents looking for low prices flocked to the store on opening day, and most gave a thumbs-up to the store's no-frills approach.

At other stores, "You can't ... get all this for $20," said West Asheville resident Luvonne Riveira, pointing to her grocery cart with one hand and holding her receipt in the other.

Germany-based Aldi is the latest entrant into Buncombe County's grocery market. The county's first Wal-Mart Supercenter, which offers groceries in addition to merchandise sold at traditional Wal-Mart stores, opened in east Asheville Jan. 26. They join Black Mountain-based Ingles Markets and several other chains.

Aldi specializes in smaller stores offering only one or two brands of common items, typically the chain's own "house" brands, said Kendra Shaw, regional operations director. The West Asheville store carries about 900 items, she said. At 15,000 square feet, it is less than half the size of many newer, full-service grocery stores.

"It saves money because we don't have to stock 12 brands of ketchup," Shaw said.

Shopping bags cost a nickel or a dime, though customers are free to bring their own, and shoppers must deposit a quarter to get a shopping cart, redeemable when the cart is returned. The store has shorter operating hours than most grocers, and it takes only five to 10 workers to staff a typical store, Shaw said.

"If you want fancy shopping, this isn't it, but if you want good value, come here," she said.

Keeping their grocery bill low was the main attraction for most shoppers Thursday.

"The good thing is the price," Jason Bosch said.

Aldi has 780 stores in the Midwest and eastern United States. Its first Western North Carolina store opened in Hendersonville last July, and a second Asheville store is under construction on Swannanoa River Road.

Shaw said that store, which she said is located close to the Wal-Mart Supercenter because of the traffic the supercenter will draw, should open in June.

Ewart Ball/STAFF PHOTOGRAPHER
Customers look over the goods at the new Aldi grocery store in West Asheville on Thursday. The store is the no-frills chain's first in Buncombe County.

Contact Barrett at 232-5833
or mbarrett@CITIZEN-TIMES.com.

ON THE NET: Aldi: www.aldi.com.

Asheville Citizen February 11, 2005

Asheville Citizen November 10, 1960

ALEXANDER'S BAY SERVICE HOLDS GRAND OPENING

Troy Alexander, a native of West Asheville, and former owner of Alexander's Texaco Service, announces the opening of his new and modern Bay Service Station at 477 Haywood Road, at Hanover St., in West Asheville.

Alexander

Alexander, who is active in church, YMCA and civic organizations, is married and has one son, one daughter, 15 and 17 years of age. The Alexanders reside at 111 Middlemount Ave.

Asheville Citizen November 10, 1960

AL'S ART CRAFT CENTER

444 HAYWOOD RD, WEST ASHEVILLE

SALE

ON QUALITY MERCHANDISE

Nylon Stretchy CAPRIS — — — — **1.98**

Girls' 2-Piece Set SKIRT & BLOUSE **2.89**

Wool and Felt THROW RUGS — **1.49** up

BEDROOM CHAIRS

Beautifully Upholstered

ONLY 1 CHAIR AT — 19.95

ONLY 2 CHAIRS AT — 24.50

ONLY 2 CHAIRS AT — 37.95

100% Kapok Full Size **BED PILLOWS — 2.25 Ea.**

Girls' 100% Cotton BLOUSES — — — **1.49**

Fine Quality **LACE — — — — 3c Yd.**

Nice Selection of **PICTURES & MIRRORS**

Metal Base & Wall **CABINETS — — 9.95 Up**

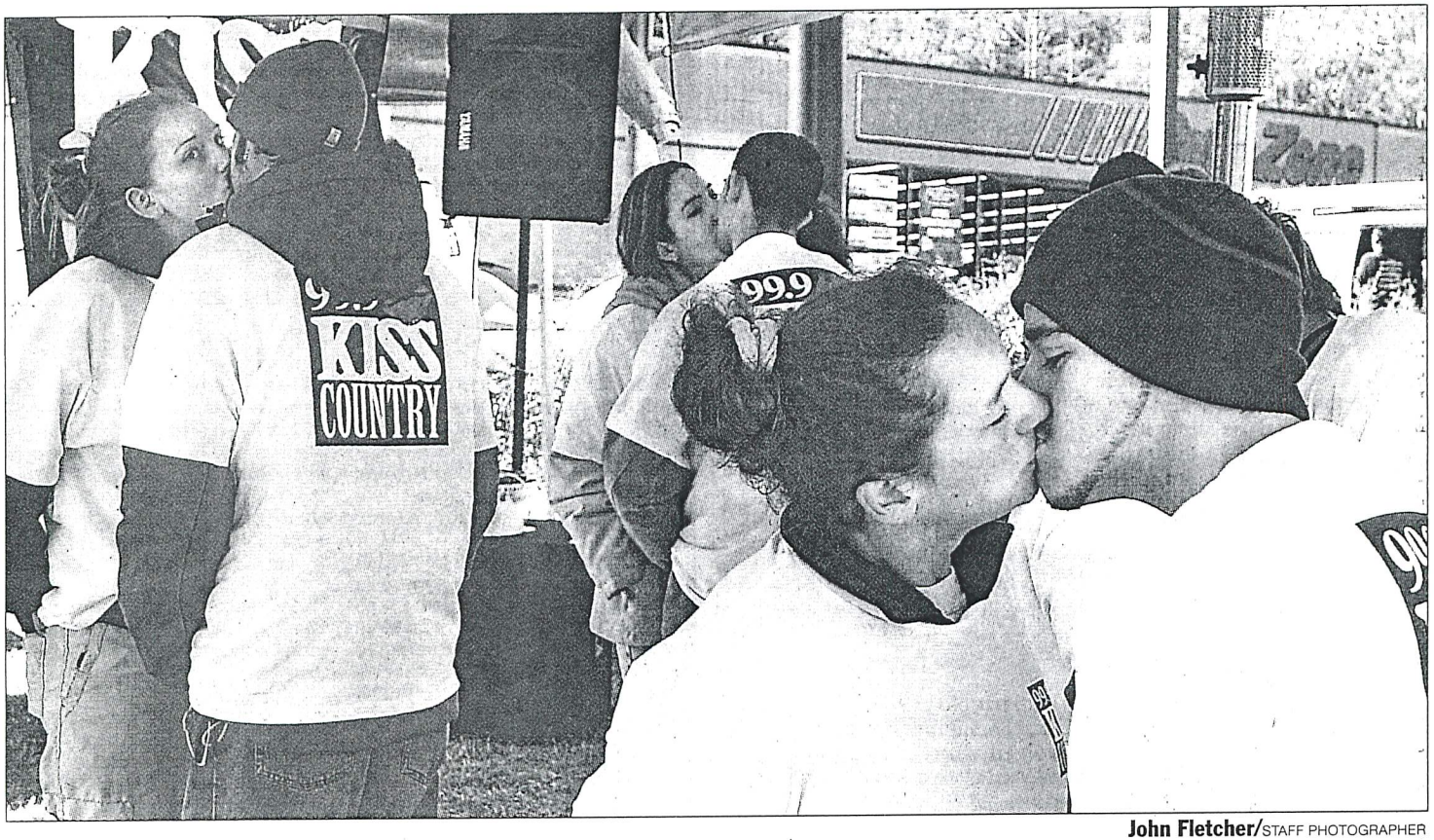
5 PC. DINETTE SUITE

Compare at Twice Our Price. Finest Formica Top Table, 4 Chairs — — — — **39.50**

7-PC. DINETTE SUITES. Lovely Table, 6 Chairs. Compare at 89.95 — **59.95**

Asheville Citizen July 21, 1963

Lip-stuck



John Fletcher/STAFF PHOTOGRAPHER

Couples, from left, Kelli Davis and Patrick Hedden, Jenny Burgess and Joey Burgess, and Kiane Moore and Tim Rathbone, were three of 11 couples participating in the 99.9 KISS FM kissing contest Saturday at Alan's Jewelry and Pawn on Patton Avenue in West Asheville. First-place winners, with a trip to Montego Bay, were Teresa Conner and Roger Cowan.

Asheville Citizen February 18, 2005

ALAN'S
JEWELRY & PAWN
$
$
Paying Top Dollar for Your
Gold • Platinum • Silver
Bullion • Coins
We Buy Scrap & Broken Jewelry
No One Pays More!
$
$
0% Down
100% Financing Available
FREE Layaway
Se Habla Español
DISCOVER
MasterCard
VISA
Hours: Mon.-Sat. 9-7
1186 Patton Ave. • Asheville, NC
(828) 254-8681

GREENHOUSE AT WEST ASHEVILLE IS SOLD

Deciding to handle home grown flowers instead of the imported article, Allison's flower shop has purchased the West Asheville greenhouses and will make a number of repairs and additions to the hothouse immediately. Shelby Griffith, of Pittsburgh, Pa., who has had years of experience in the florist business, will be placed in charge of the new enterprise, and Allison's flower shop will make a specialty of church and home decorations for weddings, parties, funerals and other occasions. Work on the improvements will be started immediately and "grown in Asheville" flowers will soon replace the imported article now handled by that shop.

Asheville Citizen April 28, 1916

Hundreds Of Ribbons Are Won By Fine Birds Bred On Asheville Farm

ALLPORT FLOCKS ARE FAMOUS OVER ENTIRE COUNTRY

Model Plant In City Has Produced Hundreds Of Winners

By SUDIE E. PYATT.

J. H. Allport began raising prize winning chickens when he was a boy on a farm in Virginia. He has been raising prize winners every since. A pen of his White Plymouth Rocks, four hens and one rooster, has just won the first prize for White Plymouth Rocks at the Madison Square Garden Poultry Show in New York City, in competition with birds from all over the United States and from other countries. Last fall another pen of the same breed won first prize at the State Fair in Raleigh. His chickens and ducks have won 278 ribbons and 17 cups and trophies at five shows. In 1927 they were three times winner of best birds in show.

Mr. Allport prizes no particular one of the many ribbons, cups and trophies that his chickens and ducks have won above the others. "I'm proud of them all," he says as modestly as if a pen of his poultry had just won the first prize he had ever received.

The owner of the Allport Poultry Farm on St. Dunstan's Road, within the city limits of Asheville, says he raises poultry, because he "just naturally likes to."

Began As A Boy

The first chickens he ever owned were White Brahmas. He bought a setting of eggs when he was a boy eight or nine years old for the same reason that he owns a poultry farm today—he just likes chickens, and always has.

When he began his first poultry venture as a youngster he didn't have any especial reason for raising White Brahmas in preference to any other breed of chicken. White Brahmas are a very large bird with feathers on their legs. Mr. Allport didn't say, but it may be that the odd leg decoration of the Brahmas attracted his boyish eye. Anyway his first chickens were White Brahmas, and the first prize he ever won was on this breed of chicken.

The poultryman-business man still likes some odd birds, though the majority of his flock are White Plymouth Rocks, and he says that for an all around general purpose bird the White Plymouth Rocks are superior to any other chicken that he knows of. He has some White Crested Black Polish chickens, Japanese Silkies, Partridge Plymouth Rocks and White Leghorns. The White Crested Black Polish chickens are black with a huge white crest of feathers growing from their heads. The Japanese Silkies are a small white bird with a body covering more like down than feathers. The Partridge Plymouth Rocks, like his White Plymouth Rocks, belong to the large Rock family of chickens. Like the White Plymouth Rocks they are a large bird. The hens are almost the color of a partridge, and the male birds look very much like a rich dark Rhode Island Red cock.

Likes White Rocks

Of the Rock family Mr. Allport says the White Plymouth Rocks are the most popular. They are a large bird, some of the hens weighing as much as nine pounds, and they will average around six and seven pounds. They have a white feather, which makes them more suitable for meat than birds with dark feathers, and they are wonderful winter layers.

"Any hen," the poultryman said, "will lay in the spring and summer."

Ducks hold their own right along with chickens on the farm, though only the small ones are kept on the farm at St. Dunstan's Road. The older ducks are kept out at the Allport Farm in West Asheville. Long Island Pekins, Cayugas, Muscovys, and Wild Mallards make up the aristocracy of Allport Ducks. For Allport ducks, as well as Allport chickens are prize winners. In the hatchery and brooder house on St. Dunstan's Road there are special incubators for the hatching of duck's eggs. Duck eggs have to be kept moistened while they are in process of hatching and cannot be hatched in the same incubator that will hatch baby chicks.

The Allport Poultry Farm on St. Dunstan's Road is built on the side of a hill. Driving into the yard of the Allport home one is within a few feet of the brooder house and hatchery, but does not realize it until he is told, or led down the steps to the brooder house behind the stone wall that marks the boundary between house and garden and poultry farm. There are five acres in the hillside poultry farm within the city limits. The brooder house and hatcheries are built at the top of the hill directly under the stone wall, and the ground from the brooder house and hatcheries to the foot of the hill is laid out in runs for the smaller chicks, yards and houses for the grownups that are kept at this farm.

The runs are planted in four kinds of grain, oats, wheat, rye and barley.

Allport Methods

When the baby chicks come from the mammoth incubator that holds 5,000 eggs they go in the first compartment of the steam heated, ten section brooder house that will hold 5,000 chicks. Hatching on the farm, which is under the direct supervision of Otis Duncan, is begun in January and continued until June. After June, Allport Poultry Farm chickens rest. Any surplus eggs are sold for commercial use, but Allport Poultry Farm chickens are never forced for commercial layers. The farm owner says hens that are used to produce eggs for breeding purposes simply cannot be forced for commercial layers.

Baby chicks are hatched from the mammoth incubator every Wednesday during the hatching season. Every Wednesday there are always two compartments of the ten in the brooder house swept and clean, waiting for new occupants. The first vacant section is the one from which the previous week's hatch has been promoted to the next section. The last section has just "graduated" its feathered flocks from the brooder house. In all the chicks spend about ten weeks in the brooder house. The house is of the Shenandoah system, heated by hot water from a central heating plant. Metal hoods come down over the hot water pipes in the back of each section, and the baby chicks hover under these metal hens around the hot water pipes as contentedly as they would under their mother's wings—that is if the chicks could know who their mothers were. Chicks that are ailing are not allowed to die, but are killed as soon as they appear sick.

When they are small the White Plymouth Rocks are blue, but blue babies of this breed grow up into whitest of hens and roosters. The White Leghorns are cream puffballs when they first come from the egg. Rhode Islands Reds are covered with a rich reddish down.

The Death Cell

Young chickens that are sold for eating purposes are put in the "death cell" for two weeks and fed on buttermilk mash to fatten them, before they are put on the market. Chickens are killed as they are ordered. This method of killing them assures the person who is purchasing the chicken that he is getting a strictly fresh fowl, as fresh as if he had killed it from his own flock. Dressed poultry is sold both wholesale and retail. The farm sells yard eggs, dressed ducks and chickens by the pound, and baby chicks and ducklings by the chick or duckling.

Baby chicks and ducklings are shipped from the farm to points all over North Carolina and the United States. They are sent in a special ventilated pasteboard container, "Pullman trains," Mr. Allport calls it, by express or parcel post. There is no express office near many of the places to which he sends the chicks. Then they go, chirping happily in their "pullman train" by parcel post.

One woman sent a post office money order for eighty cents, ordering a duck and drake. The ducklings had been advetised for, thirty-five cents each, making two cost seventy cents, the extra ten cents was for postage.

"I'd like to know," Mr. Allport said, "how she thought I could tell whether a baby duckling, just hatched, was a duck or a drake."

All hatching is done from the Allport Poultry Farm flocks' own eggs. No eggs are purchased from other flocks for hatching purposes.

Raises Fine Hogs

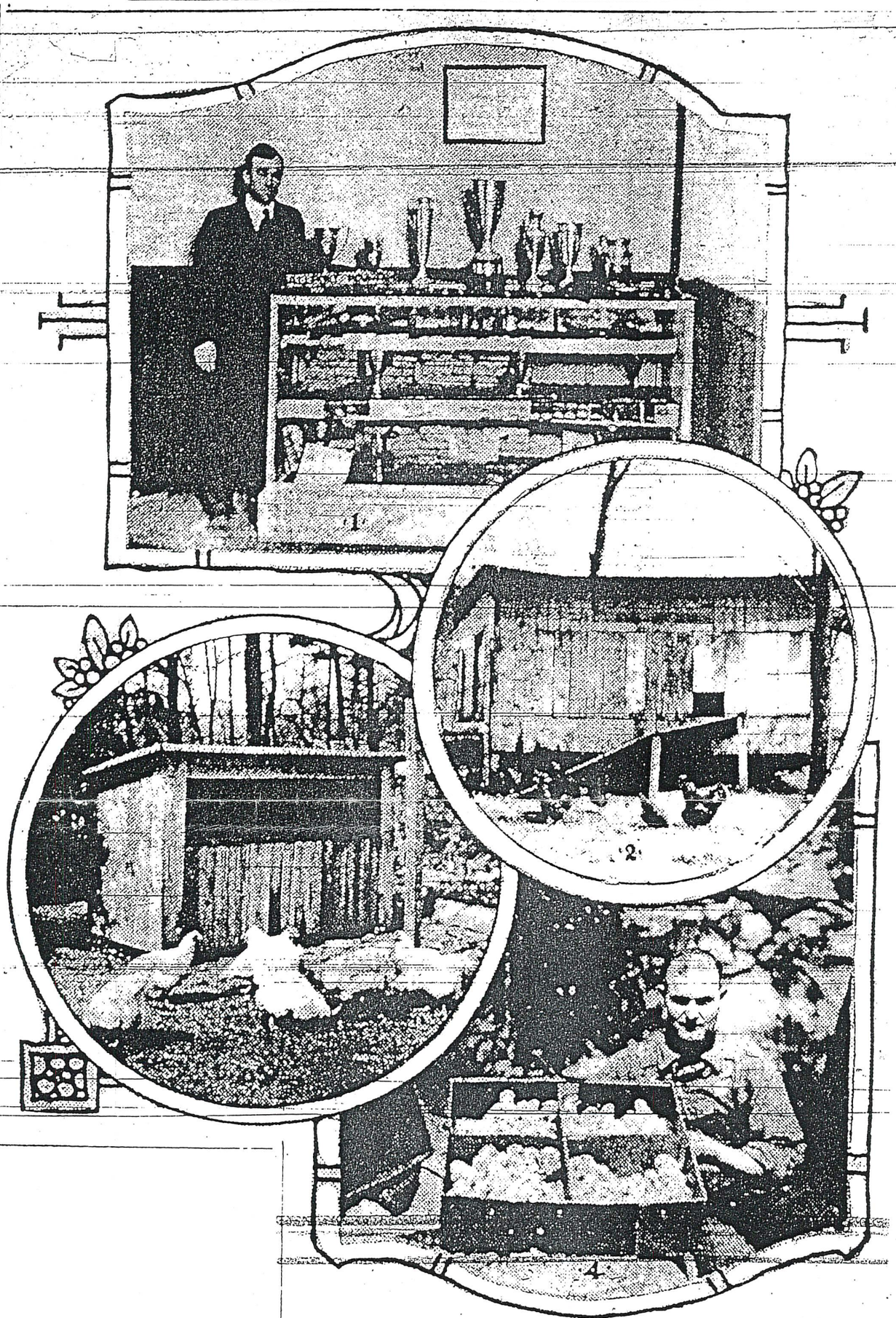
In addition to his chickens Mr. Allport also raises some hogs on his West Asheville farm. His hogs are also prize winners. A boar took first prize at the Maryland State Fair last year, and a sow won second place at another fair. The hogs are poland Chinas, andlike all of the chickens and ducks are thoroughbreds.

"No matter what you're raising, it doesn't pay to raise anything but thoroughbreds," Mr. Allport said. "I never could understand why farmers would content themselves with scrub stock when for a few dollars more they could buy pure-bred breeders and quickly build up their own flocks or herds of pure-breds. Any farmer can purchase from a breeder of pure-bred poultry or stock, what the breeder has spent years getting up to a certain point of high efficiency."

Despite the fact that he started with Brahmas Mr. Allport has no chickens of this breed now. "They aren't as popular as they once were," he said. From this last fact one might deduce that there are styles in poultry just as there are in hats and dresses. The big markets do not want chickens with feathers on their legs and this is perhaps one reason for the present lack of popularity of the Brahmas.

Inside the entrance to his storage warehouse, which is part of his business, Mr. Allport has a large glass showcase in which is displayed the ribbons, diplomas, trophies and cups which his poultry and swine have won during the last two years. The diplomas are from The American Poultry Association, and were awarded the farm for having the best of certain breeds of both chickens and ducks. There are prizes from the Western Carolina Poultry Association at Asheville, The National Poultry and Pet show, Washington, D. C., the Chattahoochee Valley Exposition Co lumbus, Ga., as well as from Madison Square Garden, New York City, the State Fair at Raleigh, and other places. "These are only a small part of the prizes my chickens have won," said the man, who just naturally likes chickens. "I could more than paper the wall of a room with all the ribbons I have."

Where Blue Ribbons Are Plentiful



—Staff Photos by Michael

1. Mr. Allport's collection of cups and ribbons won by his birds in some of the largest shows in the country. This photo does not show all the prizes won by the Allport birds. 2 and 3 show pens of the Allport birds. 4., A box of baby chicks just from the incubators and ready to start growing into prize winners.

State of North Carolina
County of Buncombe

489 489

THIS INDENTURE, Made this the 12" day of September, A. D., 1917, by and between Mrs E. A. Duckett, (widow)

part y of the first part, and J Hobart Allport,

part y of the second part, WITNESSETH:

That the said part y of the first part, for and in consideration of the sum of Ten Dollars and other considerations, Dollars to her in hand paid by the said part y of the second part, the receipt whereof is hereby acknowledged, has given, granted, bargained, sold, conveyed and confirmed, and by these presents does give, grant, bargain, sell, convey and confirm unto the said part y of the second part his heirs and assigns forever all that is contained in a certain piece, parcel or lot of land, situate, lying and being in Hazel Township, Buncombe County, State of North Carolina on both sides of the South prong of Smith's Mill Creek adjoining lands of James Cowan and others, and bounded and more particularly described as follows:

Beginning on a spanish oak on a ridge in the Cowen old line and runs with said line North 87° west twenty eight (28) poles to an iron Stake; thence South 3° 15' West and crossing the public Road at thirty two (32) poles and crossing a branch one Hundred twenty three (123) poles to in all to an iron stake in an old road; then with said road south 36° 45' East three and two tenths (3.2) poles to an iron steke in the East margin of said road the same being Cook's corner; then south 86° East twenty two and five tenths (22.5) poles to an iron Stake in the old line the same being Cook's Northeast corner; then with said old line North 5° 15' East and crossing the branch at Fifty four (54) poles and crossing the public road at one hundred and four and eight tenths (104.8) poles and one hundred twenty six and four tenth (126.4) poles in all to the place or point of Beginning, containing 20.62 acres more or less.

Being the same land sold to Emma A Duckett by R. E. Sharp, Deed dated March the 4th 1899 and recorded in register of Deeds Office in Book Buncombe County in Book of Deeds No 109 at page 365.

TO HAVE AND TO HOLD the above described land and premises, with all the appurtenances thereunto belonging or in any wise appertaining unto the said part y of the second part, his heirs and assigns, to the only use and behoof of him and his said heirs and assigns forever.

And the said part y of the first part doth hereby covenant to and with the said part y of the second part his heirs and assigns, that the said part y of the first part is lawfully seized in fee simple of said land and premises, and have full right and power to convey the same to the said part y of the second part in fee simple and that said land and premises are free from any and all encumbrances, and that she will and her heirs, executors and administrators shall forever warrant and defend the title to the said land and premises, with the appurtenances, unto the said part y of the second part, his heirs and assigns, against the lawful claims of all persons whomsoever.

In Witness Whereof, The said part y of the first part does hereunto set her hand and seal, the day and year first above written.

Mrs E. A. Duckett (Seal)

Witness: (Seal)

STATE OF NORTH CAROLINA—County of ~~Buncombe~~ Wake

I, H. A. Bland a Notary Public of Wake, ~~Buncombe~~ County, do hereby certify that Mrs E. A. Duckett personally appeared before me this day and acknowledged the due execution by of the foregoing Deed J. Hobart Allport and thereupon the said ~~being by me privately examined, separate and apart from her said husband, touching her voluntary execution of the same, doth state that she signed the same freely and voluntarily, without fear or compulsion of her said husband, or any other person, and that she doth still voluntarily assent thereto. Let the Deed and the certificate be registered.~~

Witness my hand and notarial seal, this the 14 day of Sept. A. D. 1917

H. A. Bland Notary Public

My commission expires April 11 1918 (Notarial Seal) Of Wake County, Raleigh, N. C.

STATE OF NORTH CAROLINA—County of Buncombe.

The foregoing certificate of H. A. Bland a Notary Public in and for the County of Wake ~~Buncombe~~ County, State of North Carolina duly authenticated by his Official Seal hereto attached is adjudged to be correct in due form and according to law.

Therefore let said Deed, with the certificate, be registered. This 5 day of Oct. 1917

Jno. H. Cathey ~~Deputy~~ Clerk of Superior Court, Buncombe County.

Registered 5" day of October A. D. 1917 at 1:30 o'clock P.M.

J. J. Mackey, Register of Deeds.

WANTED — Quick Service!

If you want service that's dependable — you can stake your last dime you'll get your garments when you want them!
Count on American Cleaners for quality work and service.

AMERICAN CLEANERS

508 Haywood Road
J. C. BUCKNER, Mgr.

1949 Standard Railway Employees Seniority List

J. C. BUCKNER

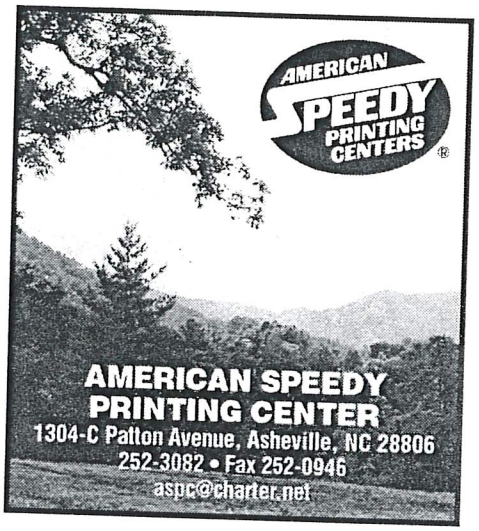
J. H. HAWKINS

American Cleaners

DIAL 2-2863

504 HAYWOOD RD. (WA) ASHEVILLE N. C.

Asheville City Directory 1953



wnc-woman. june 2006

ANANDALE DAIRY FARM

HAYWOOD ROAD
Four Miles West of City

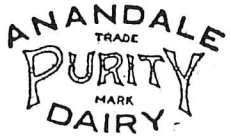
Phone 712—C. F. GREEN, Mgr.
Phone 378—WM. JOHNSTON Jr., City Office.

PURITY is our ideal, as well as our trade-mark, and we try to live up to it.

PURITY dairy products are of the highest standard, and are handled in the most approved way.

PURITY milk, cream and butter, meet the requirements of infants and invalids, and all who want the best in foods.

PURITY goods are sold in original packages only and under our trade-mark. Look for the trade-mark **PURITY.**



Asheville City Directory 1905

ANANDALE DAIRY FARM

HAYWOOD ROAD
Four Miles West of City

Phone 712-J—A. O. RING, Manager.
Phone 378—WM. JOHNSTON Jr., City Office.

PURITY is our ideal, as well as our trade-mark, and we try to live up to it.

PURITY dairy products are of the highest standard, and are handled in the most approved way.

PURITY Milk and Cream meet the requirements of infants and invalids, and all who want the best in foods.

PURITY goods are sold in original packages only and under our trade-mark. Look for the trade-mark **PURITY.**

ANANDALE TRADE PURITY MARK DAIRY

NANDALE PURITY DAIRY, Haywood rd—phone 712J, city office 20 Temple Court, Wm Johnston Jr—phone 378 (see right top lines and page

CEMETERY BUYS ACREAGE FOR 32,000 GRAVES

ASH-Times
12-7-39

Green Hills To Spend $30,000 For Tract And Its Development.

An acreage sufficient to provide 32,000 additional grave spaces, with appropriate driveways and reservations for landscaping effects, has just been acquired by Green Hills cemetery in West Asheville, it was announced today.

The purchase price of the land and the amount to be expended in development of the tract for cemetery use will aggregate $30,000, officials said.

The property, acquired from the Wachovia Bank and Trust company, executor of the Robert P. Johnston estate, W. E. Shuford and William Johnston, Jr., is a portion of the well known 610-acre Anandale farm developed by the Johnstons. It fronts 1,659 feet on the Pea Ridge road and 2,701 feet on the County Home road, and lies south of the Southern Railway's Murphy branch line and the County Home road.

George Pennell, superintendent of the cemetery, pointed out today that the property will be developed over a 10-year period under the supervision of Fulp and Fulp, cemetery engineers of Chicago, Ill. It is planned to devote about 20 acres to non-monument divisions. The new purchase will necessitate the erection of fencing one and one-eighth miles long, and approximately 2,750 shrubs will be planted along the boundary lines.

The addition to the cemetery holdings contains 32 varieties of native trees and shrubs, including a grove of oaks which has been estimated to be more than 100 years old. An interesting feature is an old house site, where is found a flower garden planted 60 years ago with rare collections of flowers and herbs some of which came from England.

A portion of the acreage will be converted into a bird sanctuary, with appropriate cover permitted to grow on the plot to provide birds with food.

Asheville Citizen December 7, 1939

ANDERS-RICE
FUNERAL HOME
820 Haywood Road

West Asheville's Modern Mortuary

Ambulance Service At All Hours -- Day Or Night

PHONE 1035
J. Burgin Anders, Resident

Asheville Citizen-Times December 12. 1937

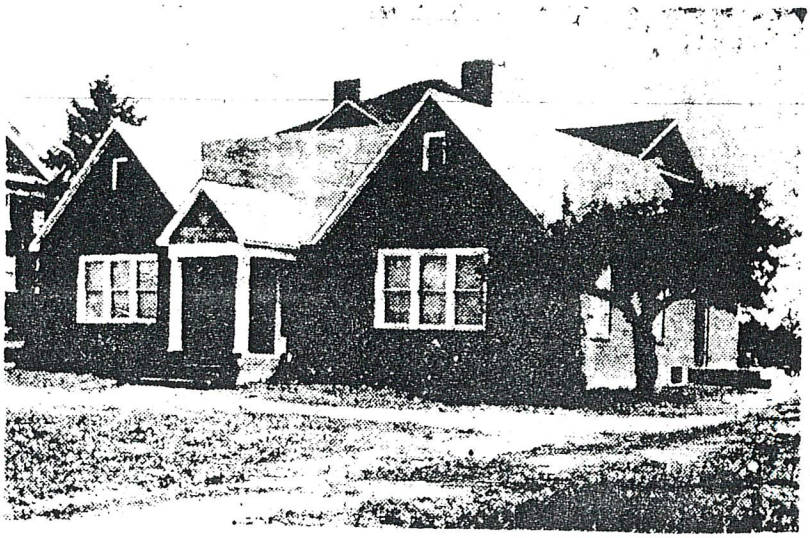
New Funeral Home In West Asheville

Anders-Rice Hold Formal Opening Saturday And Sunday

A recent and very attractive addition to the business life of West Asheville is the new funeral home of Anders-Rice, formal opening of which will be held tomorrow afternoon and all day Sunday, at 521 Haywood road.

The new home is modern in every respect, with ample facilities for the best of mortuary work. Pleasing features that set it apart from the sombre idea of the ordinary funeral parlor include a beautifully appointed chapel and music room that seats about 150 people, a lovely slumber room, an attractive reception room. A circular drive permits of formation of funeral cars without congesting street traffice. The grounds are being beautified with rhododendron and other shrubs.

Principals of the Anders-Rice Funeral Home are J. B. Anders and C. J. Rice, and they cordially invite the public to attend the formal opening Saturday and Sunday. The firm has been in operation for several years, formerly located at 829 Haywood road in West Asheville. A 24-hour modern ambulance service is maintained.



Above is shown an exterior view of our new home with the latest modern furnishings and equipment for mortuary work. At the left is Mr. J. B. Anders and at the right Mr. C. J. Rice, principals of the Anders-Rice Funeral Home.

• • •

You Are Invited to the

Formal Opening

Of Our New Funeral Home

521 Haywood Road, West Asheville

Saturday Afternoon and Sunday

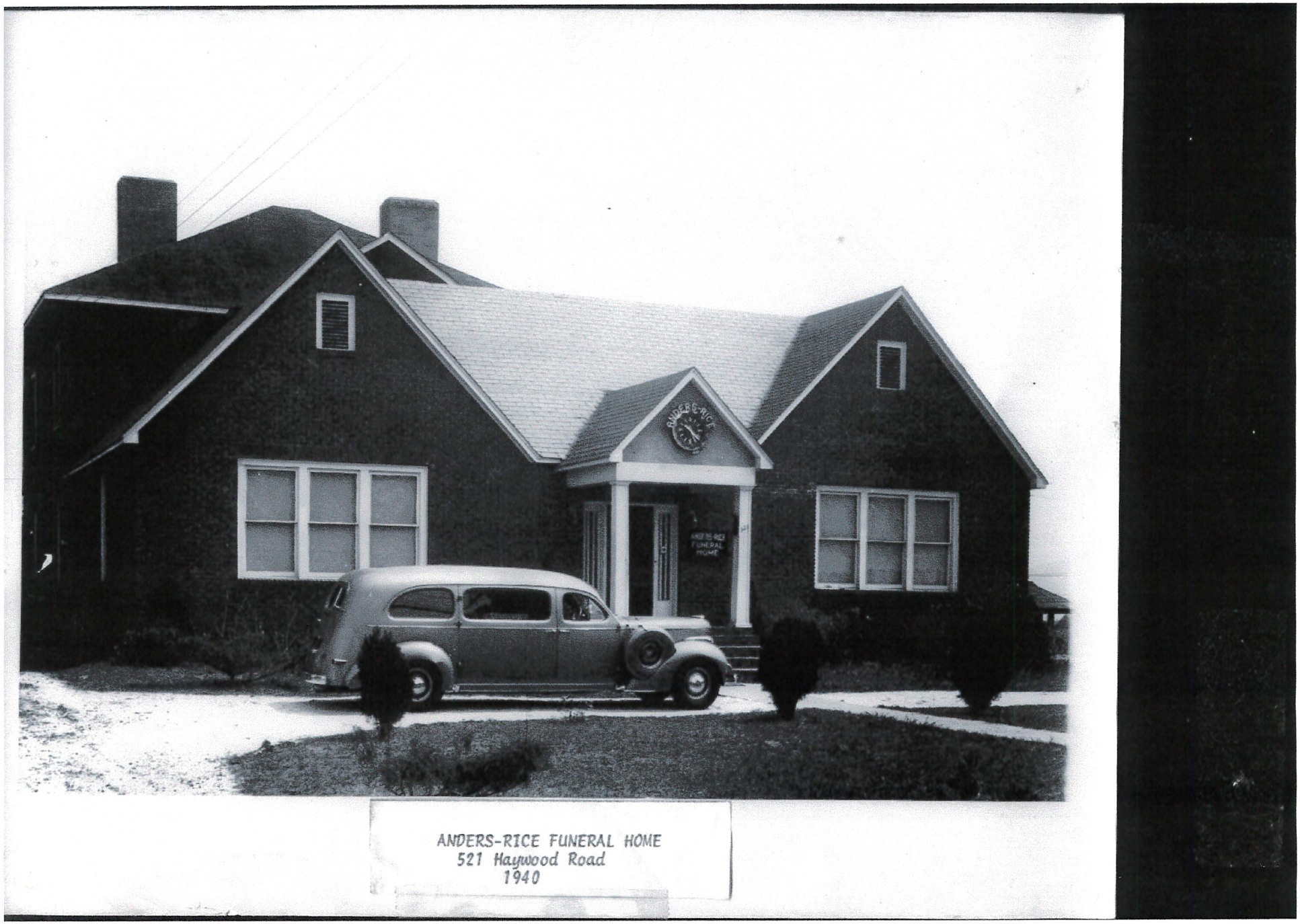
You will enjoy a visit to our new home. Here you will note quiet refinement and home-like atmosphere . . . an inviting reception room . . . a beautifully appointed chapel . . . a lovely music room . . . a well furnished slumber room . . . and other features that set it apart from any sombre idea of an ordinary funeral parlor. We invite you to inspect our new home throughout, including our modern ambulance and funeral car.

We Maintain a 24-Hour Ambulance Service

Anders-Rice Funeral Home

521 Haywood Road Phone 1031 West Asheville

O Aug. 1942



ANDERS-RICE FUNERAL HOME
521 Haywood Road
1940

P9093527.JPG

ANDERS-RICE ASSOCIATION IS HELPFUL

Recognizing its obligation to the people of the community and the need for low cost burial insurance, Anders-Rice Funeral home sponsors a burial association which is purely mutual and is owned and operated for the exclusive benefit of its members. It is strictly non-profit and all funds collected, less the actual cost of collecting, are used to provide funeral benefits for its members

The Anders - Rice association now has more than 4,000 members. Being a unit of the more than 250 such assocations in North Carolina, the organization is operated under the laws of the state and a surety bond in the amount of $5,000 has been deposited to insure efficient operation.

Membership in the burial association provides complete funeral service in the amount of $100 for persons over the age of ten, and $50 for persons under that age. This does not mean, however, that the family may not procure a funeral which might entail additional costs if it desires.

Membership in the association not only brings ease of mind to the individual family but being a mutual enterprise, hepls make possible this protection for others who may not otherwise be financially prepared for the emergency.

Officers of the Anders-Rice Association are J. B. Anders and C. J. Rice. The home is located at 521 Haywood road. Further information about this type of protection may be obtained by phoning 1035.

West Asheville News March 15, 1946

Ambulance Service

ANDERS-RICE FUNERAL HOME

DEPENDABLE

AMBULANCE SERVICE

1035

521 Haywood Rd W Ashe.....1035

Asheville City Directory, 1947

ANDERS-RICE MUTUAL

BURIAL ASSOCIATION

521 Haywood Road

Dial 7281

Asheville, N. C.

"Emmatonian" **1952**

Dial 7281

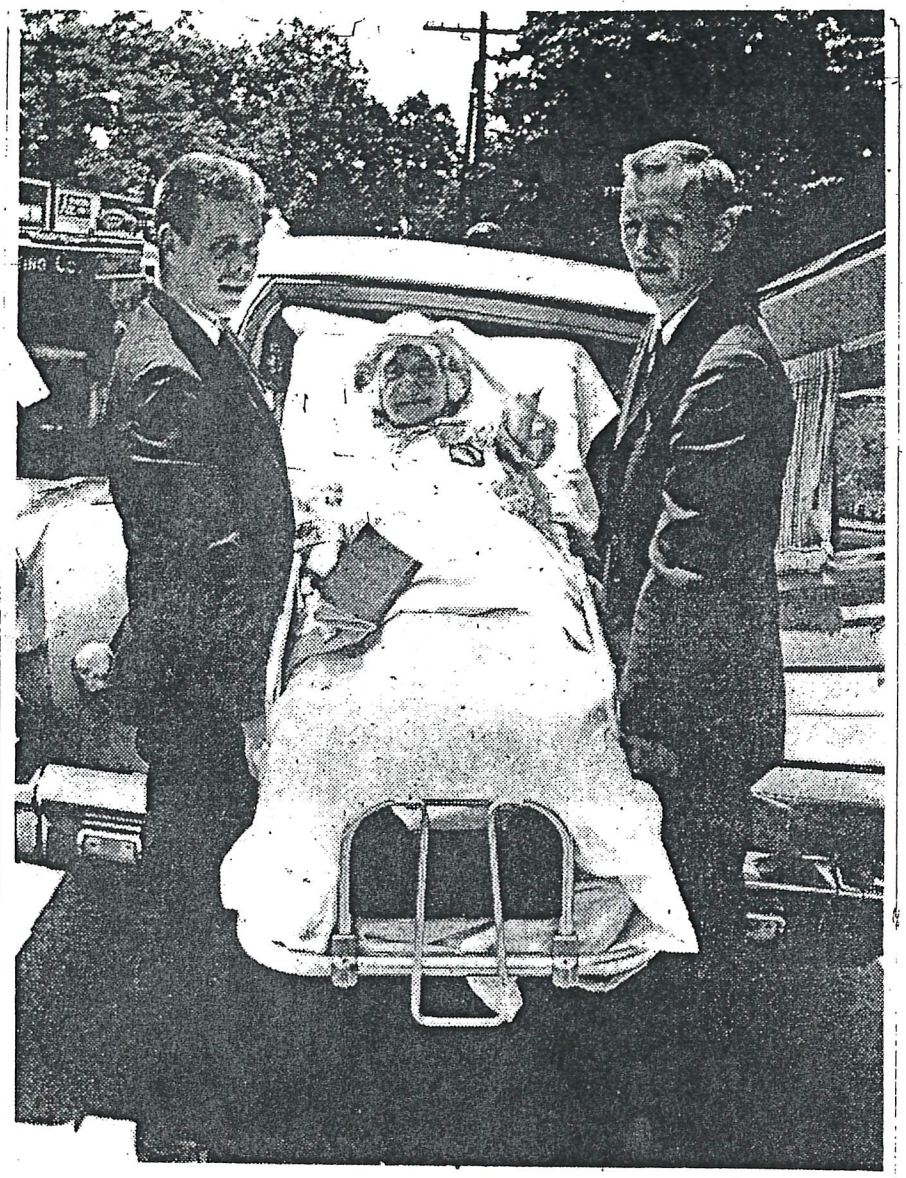
ANDERS-RICE MUTUAL

BURIAL ASSOCIATION

521 Haywood Road

Asheville, N. C.

"Emmatonian" 1951



A VOTE FOR DAN MOORE was cast from an ambulance stretcher by at least one Asheville Democrat Saturday —but if you want to know how they got Miss Julia B. Colyer into the booth without tilting their patient to a vertical position, you'll have to ask Anders-Rice ambulance attendants Vincent Roberts, left, and Gary Johnson, right. Miss Colyer, on her way home at 13 Wilmington St. from Aston Park Hospital, shades her eyes from the sun as Roberts and Johnson wheel her out of the ambulance at Precinct 14 at Aycock School. (Staff Photo by Ewart Ball)

Asheville Citizen June 28, 1964

Make It A Dash

A gentleman called the newsroom and asked which funeral home had the body of a friend who had died the day before.

"That's Anders-Rice," Henry Robinson said.

"Can you tell me where it's located?"

"Yes, sir. It's at 1428 Patton Avenue."

"How do you spell the funeral home?"

Patiently, Henry said, "A-n-d-e-r-s hyphen R-i-c-e."

"How do you spell the middle name?"

"It doesn't have a middle name."

"You said it was Anders Hyphen Rice Funeral Home."

"Just make that hyphen a dash," Henry said.

He hopes the man understood.

From "Bob Terrell's Old Gold", 1981

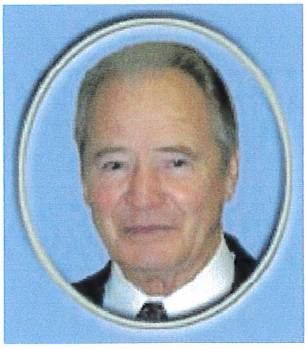
History

We were established July 1st, 1937 on Haywood Road in West Asheville. Our Founding Fathers were J.B. Burgin Anders, C.J. "Curtis" Rice and the Rev. W.S. "Scott" Vehaun, all of whom provided the foundation, professionalism and reputation we are proud of today.

We have continued our family owned tradition for more than 60 years by offering to our community and the families of Western North Carolina a complete personalized service in all areas of burial and cremation choices.

People

JAMES T. "J.T." RICE, SR.



J.T. is a native and lifelong resident of Buncombe County and married in 1948 to the former Doris Elaine Miller. They have one son, Tommy, who also serves as a Director with our firm.

A second generation funeral director he serves as President and Treasurer of Anders-Rice and is a licensed Funeral Director and embalmer with over 60 years of experience.

His education includes, Woodfin Grammer School, Grace High School, Mars Hill College and a graduate of the first class of John A. Gupton College of Mortuary Science.

J.T. is a Veteran of W.W. II serving in the U.S. Army-Aircorps stationed in Nuthamstead, England as a Flight Engineer and Top Turret Gunner on B-17's. He is also a licensed pilot.

He is an active member with perfect attendance for over 40 years of the West Asheville and former Biltmore Kiwanis Clubs of which he served as President of both and was Lieutenant Governor in District 1 of Kiwanis in Western North Carolina.

Professionally, he is a former District Director and Member of the North Carolina Funeral Directors Association, member of the National Funeral Directors Association and the Flying Funeral Directors of America.

In our Community, J.T. has served on the Asheville Civil Service Board, Buncombe County Social Services Board, Buncombe County Sheriff's Advisory Commitee, past Chairman of the Asheville Regional Airport Authority, Mars Hill College Board of Advisors and Trustees and Charter President of the Western Carolina Pilots Association.

J.T. is a member of Vance Masonic Lodge, member of the Oasis

Shriners Temple and member of Newbridge Baptist Church.

His hobbies include his love of flying and boating at Lake Lure.

DORIS M. RICE

Doris is a native & lifelong resident of Buncombe County and married in 1948 to J.T. Rice. They have one son, Tommy, who serves as Director of Anders-Rice.

A 1944 graduate of Lee H. Edwards High School. She is the daughter of the Late William Cassady "Cass" Miller and Bessie Covington Miller, formerly of Asheville.

She is the Secretary of Anders-Rice Funeral Home and assists with many duties including driving the second family car when needed, attending children of family members during funeral services, filing death certificates and overseeing all of the social activities for our staff and their families.

Doris is a member of the West Asheville Baptist Church, Order of the Eastern Star and the Western North Carolina Aeronautical Association. She serves as a volunteer for many organizations including the March of Dimes, American Heart Association, Muscular Dystrophy Association and American Cancer Society.

Her hobbies include her love for craft making, of which she is well known for her Ribbon Roses, Bowling, Boating and spending time with her family.

JAMES T. "TOMMY" RICE, JR.

Tommy is a lifelong resident of West Asheville and the son of J.T. and Doris Rice.

He joined the staff of Anders-Rice at the age of 10 years old, working part time while attending the Asheville City School System. A 1974 Graduate of Asheville High School, he is also a Graduate of Asheville-Bumcombe Community College receiving his A.A.S. Degree in Accounting, a Graduate of Mars Hill College Receiving his B.S. Degree in Business Administration, and a 1979 Graduate of Gupton-Jones College of Mortuary Science.

Tommy has been a Licensed Funeral Director since 1976 and a Licensed Embalmer since 1979. He is Vice-President and General Manager of Anders-Rice Funeral Home.

He is an active member of the Asheville-West Rotary Club and the West Asheville Business Association both of which he has served as President and currently is on the Board of Directors.

His hobbies include boating, hiking, and reading.

eMail: trice@andersrice.com

LUCILLE ROBINSON

Lucille is a native of Henderson County and along with her family moved to the West Asheville area as a small child where she has resided most of her life.

She graduated from Emma High School and attended Blanton's Business College where she studied Bookeeping. Lucille is also a Graduate of Western Academy of Hair Design.

She has been employed with Anders-Rice Funeral Home for nearly 29 years where she serves as our Secretary and Office Manager. Lucille is a Licensed Cosmetologist having assisted hundreds of our families with their loved one's hair care and cosmetics.

She, along with her husband, Henry Robinson, known by all as "Smokey", reside in Candler, She has one daughter, Beverly and her husband Pat and their children, Jay and Sara. Lucille also has three step children, Linda, Jackie and Denver.

She is a member of Grace Baptist Church in West Asheville and enjoys cooking and outdoor activities.

eMail: lrobinson@andersrice.com

JOE MORGAN

Joe was born and raised in the Bethel section of Haywood County and a graduate from Pisgah High School in 1968.

He served four years in the U.S. Air Force. After returning home he attended Western Carolina University where he graduated in 1976 receiving his B.S. Degree in Business Administration.

Joe married Nancy Ray December 29, 1979 and they have two children, daughter Jolie, who attends U.N.C. Greensboro and son Jonathan, who attends North Buncombe High School.

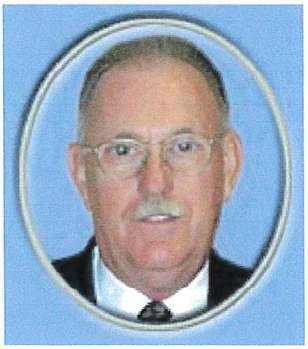
Joe joined our staff March of 1991 and is a licensed Funeral Director.

He has lived in Weaverville for the past 20 years and attends the First Presbyterian Church of Weaverville.

In his spare time he enjoys camping and all outdoor activities.

eMail: jmorgan@andersrice.com

JOHN STYLES



John was born and raised in West Asheville. He married Jonell Thompson February 17, 1961. They have two daughters, Teresa Gilliam and Deborah Kane, a granddaughter, Ryon Gilliam and grandson, Collin Gilliam.

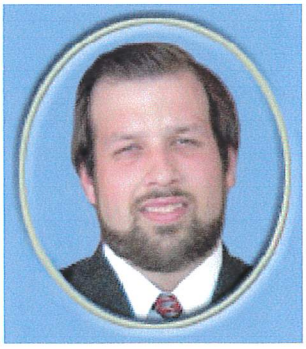
He retired from R.C. Cola after 36 years of service.

John joined our staff in November of 1990 and has worked full time since January of 1995. He has lived in Candler for the past 30 years and is a member and ordained Deacon of Pole Creek Baptist Church.

In his spare time John's hobbies include camping, golf and softball.

eMail: jstyles@andersrice.com

BRYAN WHITSON



Bryan was born and raised in Mitchell County and is a 1996 Graduate of Mitchell High School. He attended Mayland Community College where he obtained an A.A.S. degree in Business Administration with a minor in Accounting. In 2002, he graduated with honors from Fayetteville Technical Community College with an A.A.S. degree in Funeral Service.

Bryan married Kathie Mashburn on December 3, 2003. He has two step-children, Brianna Fair Mashburn and Aaron Scott Mashburn, both who attend Enka Middle School.

Bryan joined our staff in June, 2004. He is a Funeral Service Licensee.

Bryan and his family currently reside in Candler. In his spare time, he enjoys spending time with his family, his horses, and researching history, pertaining to both funeral service and of local interest.

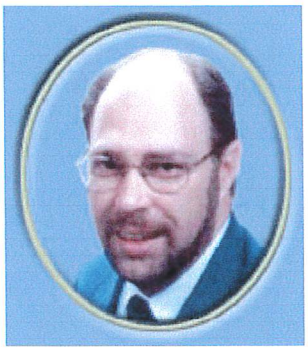
MARGARET MCCRACKEN TILLER

Margaret is a native of Buncombe County and the Daughter of the late Jim and Julia McCracken. She, along with her husband, Rev. John T. Tiller reside in Candler and have 3 children, David, Mark, and Nancy, 5 grandchildren, and 2 great grandchildren.

Margaret is our staff organist, having played for hundreds of services over the years. Along with her love and support for our local families in her message in music, she enjoys collecting lighthouses and photography.

She is attending Gashes Creek Baptist Church of which her husband is serving as interim Pastor.

ALEX D. CARAWAY



Alex was born and raised in the Elk Park Community of Avery County. He graduated from Avery High School in 1983 and is a graduate of Lees-McRae College receiving an A.S. Degree in Business Administration.

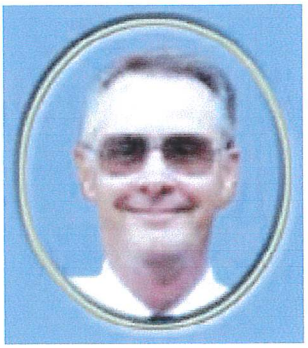
He and his wife, the former Kim Wells, married May 7, 1988. They have one daughter, Brittany. He has lived in the Leicester Community for the past 13 Years and along with his family attends Cornith Baptist Church.

Alex joined our part time staff in July, 2000 assisting our families at visitations.

In his spare time, he enjoys hunting, fishing, camping, and any outdoor activities.

JERRY LUTHER WILSON

Jerry Luther Wilson is a lifelong resident of Fairview.. He is the youngest son of Luther and Margaret Wilson. Jerry is married to the former Dena Biggs and they have two sons, Alan and Daryl, two daughters, Denise and Celeste, and three grandsons, Jared, Garrett, and Colby.



He attended A.C. Reynolds High School and in 1960 he joined the US Army and served 2 1/2 years in Germany. In 1979, Jerry graduated from Fruitland Bible College with an Associate Degree in Religion. He then attended Mars Hill College for 2 1/2 years studying Religions and Pastoral Ministries. He graduated from Mid-Atlantic Bible College and Seminary of Rock Hill, SC in 1988 earning a BA degree in religion. He has pastored Southern Baptist churches for 20 years.

Jerry joined our staff in May, 2001 and assists our families during visitations. His hobbies include working on high horsepower racing motors, "Racing on the River" in the 60's, painting and body repair, and camping with his family.

DARYL OVERTON

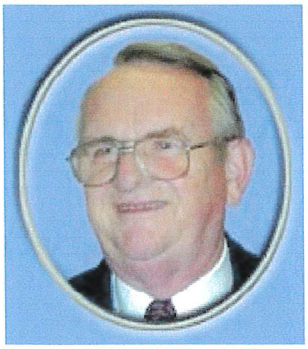
Daryl is a native of Morgan County, Tennessee and has resided in Western N.C. since 1970. He graduated from Coalfield High School in 1970 and is a 1981 graduate of Gupton Jones College of Funeral Service.

Daryl is married to the former Mary Skelton of Asheville. There are members of Apple Valley Church of God in Hendersonville and is a Ordained Minister of the Gospel.

Daryl joined the staff of Anders-Rice in February of 2004 as a Funeral Service Licensee with over 23 years experience.

His hobbies include playing gospel music and riding his motorcycle.

IN MEMORIUM



MICHAEL THOMAS DUANE

August 27, 1940 - June 9, 2002

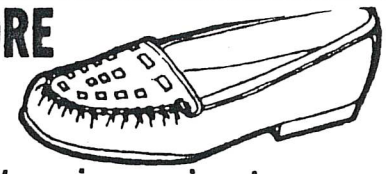
Mike was born and raised in Staten Island, New York during the WWII era. He joined the New York National Guard, 42nd Administration Company and received a Honorable Discharge as a Sgt E-5.

He started his working career on Wall Street in the stock brokerage industry. During this time he attended Pace University where he met his wife Roberta, who holds her Masters Degree in teaching. He later earned his Associate Degree in Mortuary Science from the State University of New York.

Mike, Roberta, and their two children, Donna and Tommy, decided to move to the beautiful mountains of North Carolina and Asheville in 1979 where he continued his education at U.N.C.A. They were members of Merrimon Avenue Baptist Church and the Church Choir for over 20 years. He was an ordained Deacon at the Church and his wife formerly taught at Merrimon Avenue Christian School.

Mike joined our staff in January 1988 and was licensed in Funeral Service. He enjoyed spending time with his 4 grandchildren, was an active member of the Boy Scouts of America as an Assistant Scout Master, the Gideons, the Kiwanis Club, and he was a member of the Y.M.C.A.

ARBY'S SHOE STORE



Always the best prices in town

Factory Defects * Factory
Returns * Factory Closeouts

1076 Patton Ave.
Asheville, N.C. 28806

OPEN 9-6
Mon.-Sat.

Asheville Citizen January 29, 1986

1915 1949
Serving Asheville Since the First Auto Came to Town

ARROWOOD MOTOR CO.

NOW IN OUR NEW HOME

EXPERT REPAIR WORK ON ALL CARS,
TRUCKS, TRACTORS

DIAL 3-1101

6 Lilac Street, Just Off Fairfax W. Asheville, N. C.

1949 Standard Railway Employees seniority List

SILK HOSIERY MILL LOCATES IN ASHEVILLE

First Unit To Be Started At Once And Completed By March

IS FIRST PLANT TO FOLLOW ENKA

Thorough Investigation By Experienced Men Brought Decision

One of the first of the industries being attracted to Asheville, following the announcement of the erection here of the $10,000,000 Enka rayon plant, is the Asheville Silk Hosiery Company mill, which will be erected on Beaverdam road west of the city limits. The plant will employ about [illegible] owners announced that within the year the full force of 1000 in all units may be employed.

Albert Shultz and David Baer, hosiery mill owners of Lansdale, Pa., are the principal owners and directors of the plant. The initial plant will be a modern brick and steel factory and other equipment, and is expected to be in operation by March 1, 1929. F. Q. Boyer, industrial engineer of the Chamber of Commerce, and Stanley Wright, city engineer, visited the plant site yesterday to secure a report for the commissioners' meeting this morning, when the requests of the new company will be presented and acted upon.

The extension of the city sewer and water mains are the main requisites of the new industry. This plant will occupy a five-acre tract, the deed for which will be given the new owners as soon as the city commissioners have passed on the project, which is expected to be at the commissioners meeting at 9 o'clock this morning at the city hall.

Initial Unit

The initial building will be 56 feet by 154 feet, but the plans call for the extension of this building to its full length of 364 feet by the end of the first year of operation. Following the closing of the deal yesterday morning at the Chamber of Commerce, Mr. Shultz and Mr. Baer left the city. The Chamber of Commerce will complete the details of the new industry's plans.

The industrial department of the Chamber of Commerce has been at work on the securing of this plant for the past five months. It was announced yesterday that Mr. Shultz and Mr. Baer were formerly associated with the Dexdale Hosiery Mills of Lansdale, Pa., of which Charles D. Owen, treasurer, and Charles C. Dexter, director of the Beacon Mills of Swannanoa, were directors. Mr. Baer was in the sales organization of the Dexdale Mill.

$200,000 Investment

The initial investment of this new industry in Asheville will be approximately $200,000, but the entire proposed investment of the industry here will be more than $1,000,000. Construction of the new plant will begin as soon as the title to the land has been perfected. [illegible] This is expected to be consummated within the next few days. The heads of the plant will return to the city to supervise the erection of the plant and the installation of the machines which will be used in making full-fashioned silk hosiery.

[illegible] perienced mill men and have thoroughly investigated Asheville as an industrial center. Following the lead of the Enka rayon officials, who two months ago selected Asheville as the site for the largest rayon plant in the world, this industry has been announced. Other manufacturing concerns are now investigating the Asheville district for branch or main plant sites.

Favorable climate, ideal living conditions, convenient location, civic and general co-operation, good labor conditions, water and resources, the same attributes of Asheville that brought the Enka plant here, are now attracting others. The Asheville hosiery mill is the first of what is expected to be a chain of smaller plants that will establish here near the Enka plant.

Asheville Citizen November 16, 1928

Asheville Hosiery Mills Purchased By 2 Officers

Purchase of the Asheville Hosiery Mills on Beaver View road, West Asheville, from Robert E. Schultz and Julius R. Rauch was announced yesterday by officers of the company. The consideration involved in the sale was not divulged.

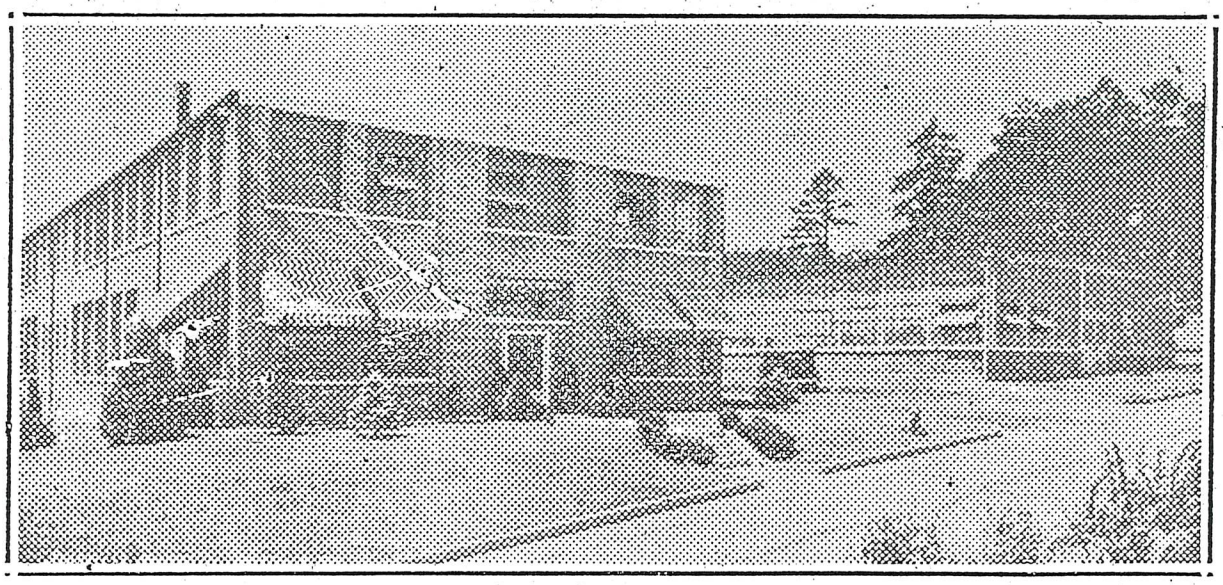
The plant was erected during the latter part of 1928 and early in 1929 at a cost of approximately $250,000, not including equipment, and is one of the largest industries of its kind in this section of the state. Regular operation was begun early last summer and the plant now has a capacity of 1000 pairs of ladies' full-fashioned silk hosiery each week.

Present officers of the company are B. R. Baer, treasurer, and Theodore Y. Rodgers, president, of Philadelphia. Mr. Rodgers has been associated with Mr. Baer for a long period, and is a well known manufacturer of Pennsylvania. Mr. Baer came to Asheville over a year ago and has been connected with the construction of the plant. He and Mr. Baer were named purchasers of the plant in the announcement yesterday, Mr. Rodgers succeeding Mr. Schultz, former part owner, as president. Mr. Rauch, associate of Mr. Schultz, is a former vice president. According to the announcement of sale, Mr. Baer will have active charge of the plant and its operations here.

Asheville Citizen February 4, 1930

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.,
SUNDAY, DECEMBER 12, 1937

EXTERIOR VIEW OF ASHEVILLE HOSIERY CO.



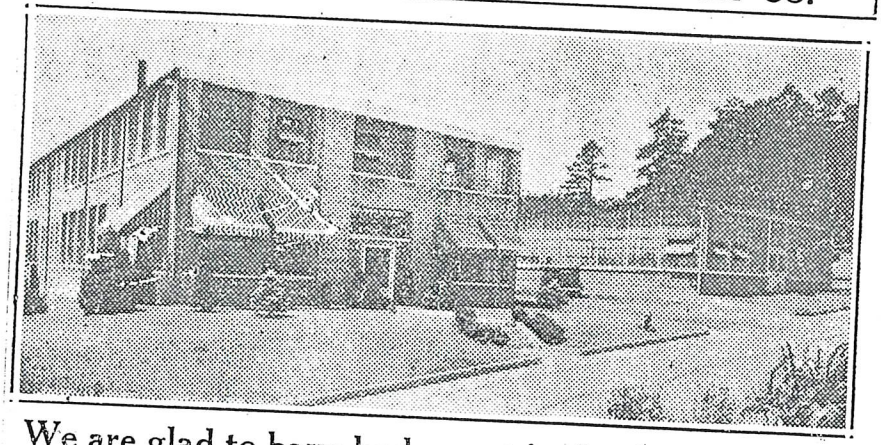
We are glad to have had a part in the development of West Asheville for the past nine years.

ASHEVILLE HOSIERY CO.

Deaverview Road — West Asheville, N. C.

Bruce Emory
Research

EXTERIOR VIEW OF ASHEVILLE HOSIERY CO.



We are glad to have had a part in the development of West Asheville for the past nine years.

ASHEVILLE HOSIERY CO.

Deaverview Road

West Asheville, N. C.

Asheville Citizen December 12, 1937

ASHEVILLE HOSIERY COMPANY

Loopers, Seamers and Inspectors

BILTMORE—FORM NO. 29—1M

DATE_____

LOOPERS	DOZ.	SEAMERS	DOZ.	FOOTERS	DOZ.	M	SIZE

April 12,1950

NAME	DATE EMPLOYED
Faye Cooper	March 1931
Lillie Turner (S.2/16/48)	March 1938
Hazel Byrd	April 1938
Ruby Lee Brown(S8/2/48)	Sept. 1938
Mary Gudger	April 22,1939
Clara Clark	May 20, 1939
Margaret Plemmons	May 5, 1944
Ettie Travis	Aug. 11, 1945
Mary Angel (S.9/27/48) X	Nov. 26, 1945
Venice Gillespie	Feb. 4, 1946
Sarah Brookshire (S 11/8/48)	Aug. 14, 1946
Cora Gosnell	Dec. 9, 1946
Kathleen Rice	Feb. 3, 1947
Perida Sparks	Aug. 6, 1947
Caryl Young	Aug. 13, 1947
Pauline King	Aug. 19,1947
Buna Sumter	May 3, 1948
Estelle Warren	May 10, 1948
Lucille Gunter	June 7, 1948
Jessie Dale april 15.1939	Oct. 4, 1948
Peggy Ann Austin	Aug. 22, 1949
Helen Owenbey	Aug. 22, 1949
Dorothy Gaddy	Aug. 29, 1949
Doris King	Sept. 7, 1949
Doris Lunsford	Oct. 10, 1949
Retha Penley	Oct. 10, 1949
Lillian Webb	Feb. 20, 1950
Catherine Mathews	June 27, 1942
Willa Shuler	Aug. 4, 1945
Marilee Keener	Feb. 26, 1946
Kathleen Franklin	Sept. 24, 1946
Martha Levi (I.11/8/48)	May 12, 1947
Maude Rogers	Sept. 29, 1947
Velma Hawkins	March 28, 1949
Blanche Webb	March 28, 1949
Mary Edmonds	Aug. 22, 1949
Lucille Brooks ✓	Nov. 9, 1949
Faye Wells mar 15-1949	Feb. 20, 1950

ASHEVILLE HOSIERY COMPANY

Loopers, Seamers and Inspectors

DATE_____

BILTMORE—FORM NO. 29—1M

LOOPERS	DOZ.	SEAMERS	DOZ.	FOOTERS	DOZ.	M	SIZE

April 12,1950

NAME	DATE EMPLOYED
Evelyn Gatlin	July 1937
Agnes Wright	April 1, 1946
Lillie Smith	Nov. 20, 1946
Allie Faulkner	March 31, 1947
Roxie Brinkley	Jan. 17, 1949
Betty Mae Hilton	Feb. 7, 1949
Stella Smith	Feb. 7, 1949
Fannie Redmon	July 18, 1949
Lottie Keener	Aug. 29, 1949
Kathleen Capps	Nov. 3, 1949
Bonnie Pfaff	Jan. 23, 1950

John I. Railsback
Son of The Founder
of Asheville Hosiery
Co. and Owner
of Hosiery When
This Photo Taken
IN The 1950's

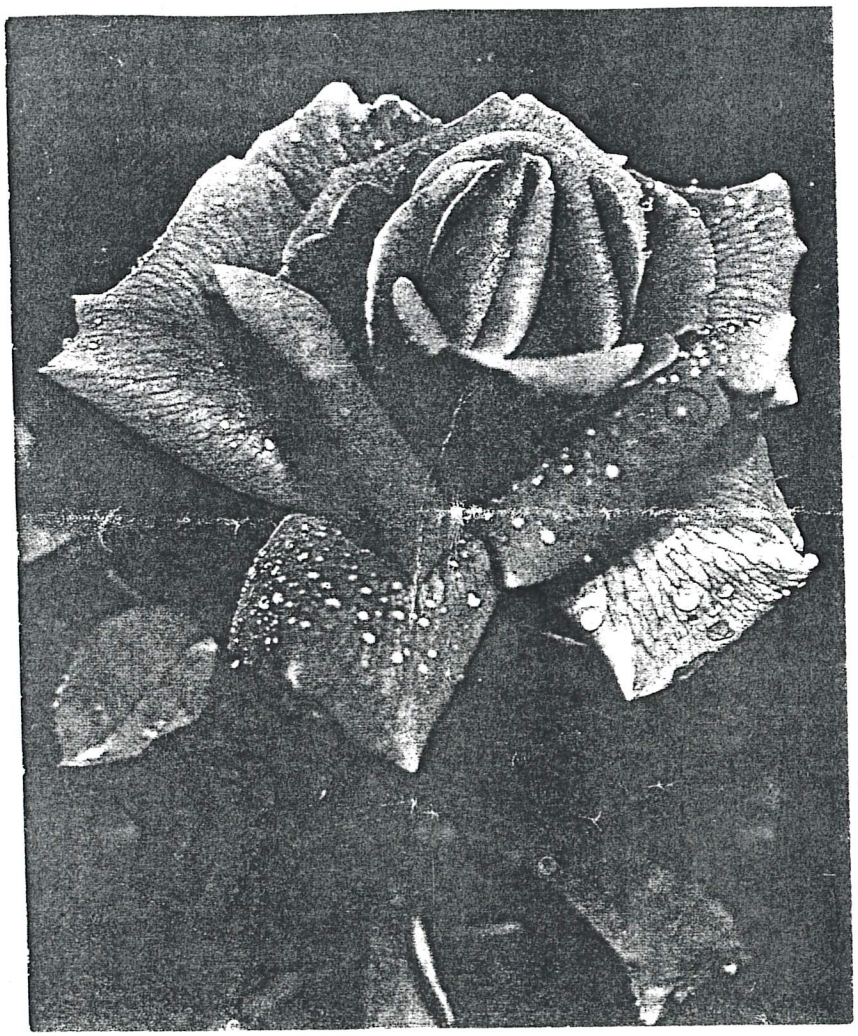
THIRD ANNUAL REUNION

of

A S H E V I L L E H O S I E R Y C O .

held at

HALLMARK CAFETERIA
WESTGATE SHOPPING CENTER
JULY 19th, 1986
6:30 P.M.



DEDICATION

J O H N T. R O D G E R S, P R E S.

ASHEVILLE HOSIERY CO.

1898————————1980

REMEMBERING THE MAN.....

- Quiet and reserved, but unwavering in his convictions.
- Well thought of in the industrial community of Asheville.
- Trusted and admired by his employees.
- Neat, well groomed, and walked with an erect stride.
- Professionally active, but never too busy to listen.
- Thought long and hard before making major decisions.

REMEMBERING THE PLACE.....

- Having a cup of coffee with Virginia Capps at the cafe.
- Watching "Pap" Davis firing the boiler.
- Getting a stool for George Belleville working on a peco bar.
- Going by the office just to see Dot Bryson smile.
- Watching Albert Ballard driving the Ford Stake Body Truck.
- Putting a stray cats nose over an ammonia jar and then watch him climb a wall looking for the nearest exit.

FOR THE MAN AND THE PLACE___ WE THE FORMER EMPLOYEES OF THIS COMPANY DO SINCERELY DEDICATE THIS PROGRAM AND REUNION.

PROGRAM

6:30 P.M. EATING AND FELLOWSHIP

7:30 P.M. INVOCATION.....REV. DARRYL BREVARD

7:40 P.M. WELCOME....ED RANDALL, MASTER OF CEREMONIES

7:45 P.M. TRIBUTE TO THOSE WHO ARE DECEASED....PLEASE STAND- Names will be read by Master of Ceremony.

8:00 P.M. SPECIAL RECOGNITION TO FOREMEN, HEAD TABLE, AND PERSON PRESENT WITH LONGEST WORK RECORD WITH AHC.

8:15 P.M. ENTERTAINMENT.....JOYFULAIRES QUARTET
See brief background on next page.

8:45 P.M. SELECTION OF NEXT YEARS REUNION COMMITTEE
Including the date and place.

9:00 P.M. PICTURE TAKING, GAB TIME

ADJOURN

We Are Behind the

COMMUNITY CHEST

100%

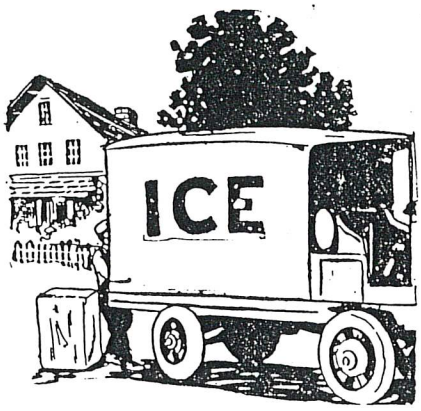
ARE YOU?

Your Help Is Needed

ASHEVILLE HOSIERY CO.

West Asheville

West Asheville News October 25, 1935



Asheville Ice Co.

Dealers in

Pure Mt. Mitchell ICE

Plants

Biltmore Tel. 4524
Avery St. Tel. 203

Stations

West Asheville Tel. 5596
Grace Ave. at End of Car Line
Tel. 1045-W

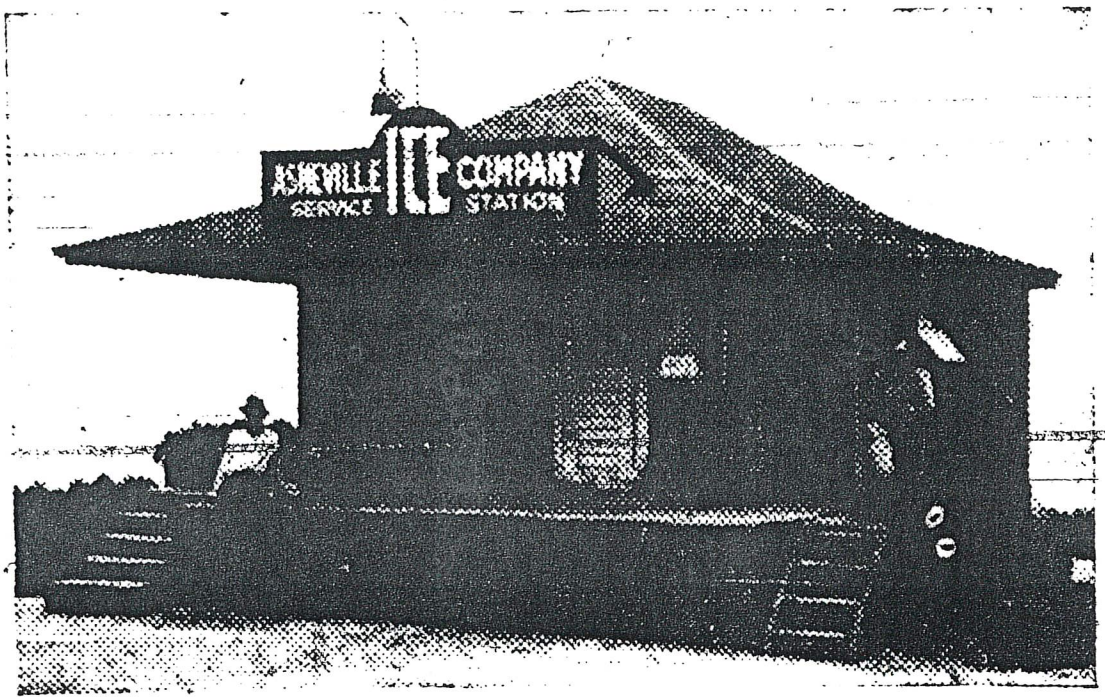
Main Office and Station, 24 S. Market

Tel. 72 and 158

(I-1)

Asheville Telephone Directory
Asheville Ice Co

"An Asheville Institution For 24 Years"



Our West Asheville Sub-Station, 491 Haywood Road

Asheville Citizen July 1, 1930

ATKINS-HARPER LUMBER CO.

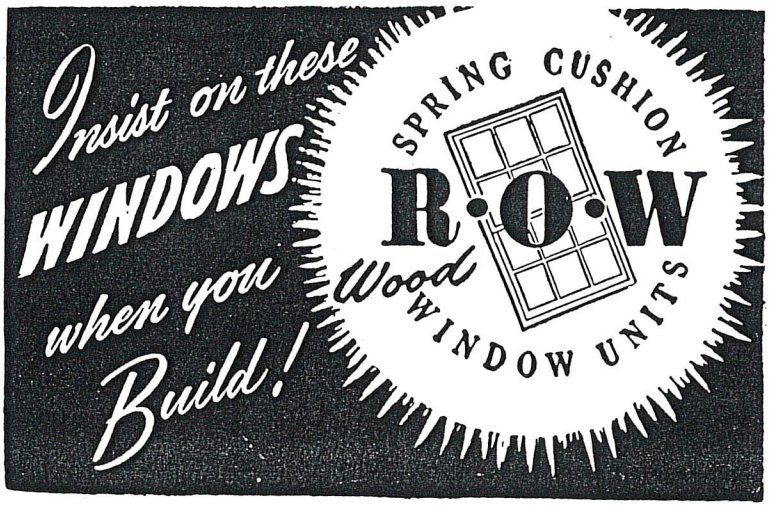
HARDWARE — PAINTS — BUILDING MATERIALS
HOUSEHOLD SUPPLIES

332 HAYWOOD ROAD (WA) **PHONE 2-2491**

★

EXCLUSIVE DISTRIBUTORS OF ROSE APPALACHIAN HARDWOOD FLOORING

Scientifically milled and matched.
Artistically graded and shaded. ***"There's a difference"***
Selected for uniformity of grain pattern.
Stored in heated warehouse Winter and Summer. This is your protection from moisture, preventing ugly cracks, warping and twisting after it is placed in your home.



NO PARKING PROBLEM — OPEN 6 DAYS A WEEK
From 7:30 A.M. to 5:30 P.M.
WE DELIVER

WHETHER YOU BUY OR NOT, BRING US YOUR BUILDING PROBLEMS.
COME IN ANY TIME, OR PHONE. WE'RE NEVER TOO BUSY TO HELP.

EVERYTHING FOR THE BUILDER AND HOMEMAKER
BUILDING MATERIALS OF KNOWN QUALITY

ATKINS-HARPER LUMBER CO.

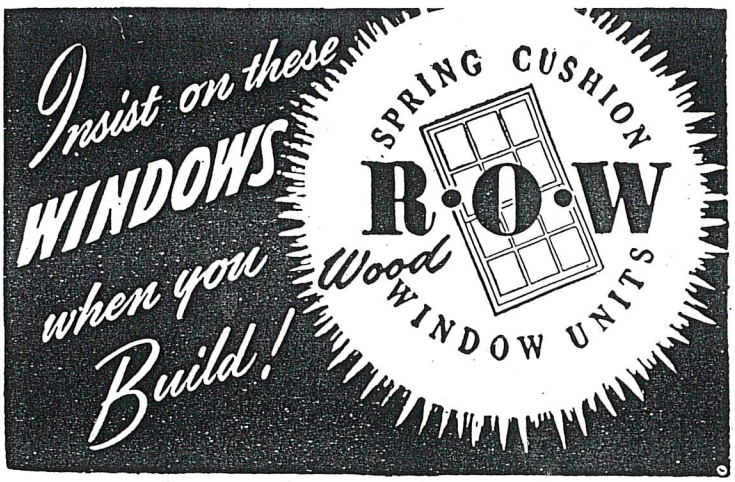
HARDWARE — PAINTS — BUILDING MATERIALS
HOUSEHOLD SUPPLIES

332 HAYWOOD ROAD **PHONE 2-2491**

★

California Redwood—Douglas Fir—Yellow Pine

LUMBER **SPECIAL MILLWORK**



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WHETHER YOU BUY OR NOT, BRING US YOUR BUILDING PROBLEMS.
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EVERYTHING FOR THE BUILDER AND HOMEMAKER
FROM FOUNDATION TO ROOF
BUILDING MATERIALS OF KNOWN QUALITY

Atkins-Harper Lumber Co.

BUILDING MATERIALS — HARDWARE — PAINTS

332 HAYWOOD ROAD PHONES 2-2491 & 2-2492

WEST ASHEVILLE, N. C.

1949 Standard Railway Employees seniority list

ATKINS-HARPER
LUMBER CO.
Building Materials - Hardware
Paints
Everything from foundation to roof
332 Haywood Rd. Phone 2-2491
ASHEVILLE, N. C.

Serving the Community Since 1938 with

Everything for the Builder and Homemaker

To Our Friends and Customers:

Although not an old firm in years, the Atkins-Harper Lumber Company is proud of the fact that it has, since 1938, helped to provide many of the materials used in the development of Asheville into the fine city it is today.

Our modern store, building and warehouses on Haywood Road are filled with the items needed by every builder and homemaker, and our trained sales staff is ready at all times to help you solve your building problems.

Drop by and see us—you'll find the best in products and service!

We have a large selection of house plan books.

BRICK	HARDWARE	PLYWOOD	R. O. W. WINDOW UNITS
DOORS	MILLWORK	STEEL SASH	ROCK WOOL INSULATION
PAINTS	WALLBOARD	BIRD ROOFING	CONCRETE & CINDER BLOCKS

D. M. ROSE & CO.'S OAK FLOORING
SCIENTIFICALLY MILLED AND MATCHED FOR COLOR

Stored in heated warehouse winter and summer. This is your protection from moisture, preventing ugly cracks, warping and twisting after it is placed in your home.

ATKINS-HARPER LUMBER COMPANY

334 Haywood Road — Parking No Problem — Dial 2-2491

Bruce Emory Research

ASHEVILLE PACKING CO.

Phone 2-3891

West Asheville, N. C.

JANUARY 3, 1926

LOCAL CONSTRUCTION COMPANY PURCHASES BIG ACREAGE TRACT

Fifty-Three Acres in West Asheville Acquired From F. Zimmerson at Cost of $200,000.

Real estate transfers for Asheville for the new year received a good start yesterday when it was announced that the Asheville Construction Company purchased from F. Zimmerman and associates, 54 acres of land for a consideration of $200,000.

The property was bought by Henry Reed and J. M. McDowell, owners of the construction company, to enable expansion of their rock mining interests in the West Asheville section. It is planned to use a portion of the property for building of railroad sidetracks to facilitate loading of products. The property faces the railroad at Murphy junction and extends toward the West Asheville road some distance, a section of the acquired property being adjacent to the present rock quarries of the company.

The land purchased has the plant of the Asheville Packing Company upon it and it is understood that Mr. Zimmerman will tear down the buildings and will erect, later this year, on some additional property that he retained, a thoroughly modern packing plant that will rank with the businesses of the same nature in larger cities. The proposed cost of the buildings in the new plant will be around $100,000 and will include railroad side track facilities that will enable the operators to dispatch meats to all sections of the neraby states.

The present buildings of the packing company have been located in West Asheville for the past 26 years. With the erection of the new plant it is planned to put on the market a brand of food and meats.

Asheville Citizen January 3, 1926

West Asheville News February 23, 1945

• LUMBER • BUILDING MATERIAL • HARDWARE • PAINT

Reduced 10%

• LAWN MOWERS
• ICE CREAM FREEZERS

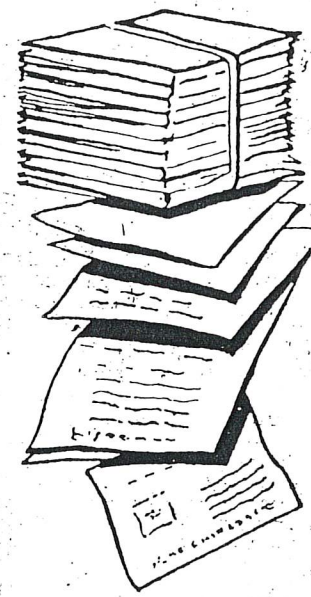
ATKINS - HARPER LUMBER CO.

"Everything From Foundation To Roof"
332 Haywood Rd. "Parking Is No Problem Here" Dial 2-2491

Asheville Citizen September 1, 1951

ASHEVILLE WASTE PAPER CO.

TIRELL BIDDIX - GRADY PLEMMONS
Owners



CALL US TO PICK UP YOUR WASTE PAPER

- MAGAZINES
- NEWSPAPERS
- CORRUGATED BOARD

RECORDS DESTROYED

Call **937-M**

CRAVEN ST., W. ASHE.

(W-10)

Asheville Telephone Directory, 1947.
Asheville Waste Paper Compnay, Craven St.

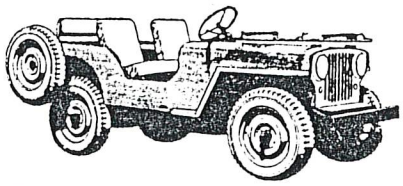
428 Haywood Road, ca. 1941. Percy Yarborough and my dad, Lan Sluder, owned this Willys Americar dealership. An Americar can be seen through the showroom window -- the car on the street in front is a 1939 Ford. The "Schlitz" building is gone, but 428 still stands and is now home to a letterpress studio, a book binder, and other shops.

We Are Glad to Welcome

First National Bank

to

WEST ASHEVILLE



ASHEVILLE WILLYS CO.

428 Haywood Road Telephone 3605

West Asheville News August 16, 1946

SALES & SERVICE

AUTOMOBILE REPAIRS
PARTS AND ACCESSORIES

WILLYS' BUILDERS OF THE MIGHTY JEEP

Call 3605

ASHEVILLE WILLYS CO.

428 Haywood Rd. - W. Ashe.
(A-103)

Asheville City Directory, 1947

FARM IMPLEMENTS

Sales and Service

ALL TYPES FARM MACHINERY

REPAIRS — PARTS

WILLYS JEEPS

Call **3605**

ASHEVILLE WILLYS CO.

428 HAYWOOD RD. — W. ASHE

(A-104)

Asheville City Directory, 1947

WILLYS-JEEP SALES & SERVICE

GROSS VEHICLE WEIGHTS
4700 to 5300 Lbs.
POWERED BY
WORLD FAMOUS JEEP
ENGINES
LOWER IN WEIGHT
ECONOMICAL TO OPERATE

Willys
CARS
TRUCKS
'Jeeps'

"WHERE TO BUY IT"

DEALER

Asheville Willys Co 428 Haywd Rd W Ashe 3605

Asheville Willys Company
DISTRIBUTORS FOR WILLYS-OVERLAND MOTORS, INC.
JEEPS — CARS — TRUCKS
Telephone 3-8401 428-430 Haywood Road
Asheville, N. C.

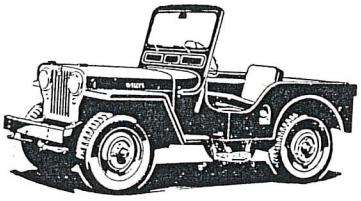
1949 Standard Railway Employees Seniority List

ASHEVILLE WILLYS CO.

Distributors for Willys-Overland Motors Inc.

MAKERS OF AMERICA'S MOST USEFUL VEHICLES

Sales



Service

JEEPS — CARS, TRUCKS

PARTS — ACCESSORIES

428-30 HAYWOOD RD (WA) **TEL.** 3-8401 3-8402

FREE
Non Alcoholic Beverages
FREE T-Shirts for first 300 Customers with purchase of Dinner Buffet

Come Celebrate Asiana's 1st Anniversary Seafood Buffet Night!!!

Saturday, October 19th 4-10pm

ONE NIGHT ONLY!!!

Adults $12.95
Children (8-11) . $7.95
Children (4-7) . . $5.95
*NO take out Buffet

* *Crab Legs*
* *Jumbo Scallops*
* *Grilled Shrimp*
* *Oysters*
* *Clams*
* *Blue Crab*
* *Squid*
* *Crawfish*
* *Sashimi*
* *Mussels*

and much more!

CR4767-112

asiana GRAND BUFFET

828-667-0410

153 Smoky Park Hwy Asheville, NC 28806 Fax.828-667-2010

COMPLIMENTS

Atkins Service Station

Cor. Haywood aud Brevard Roads

Complete Amoco Service

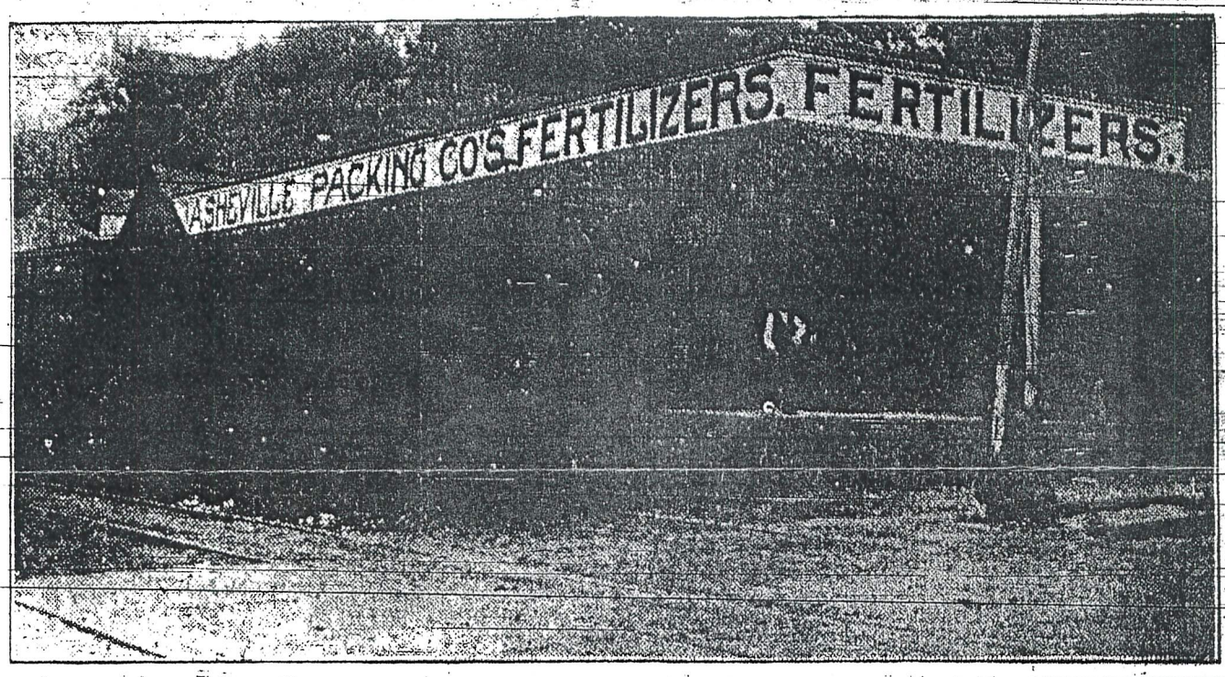
TELEPHONE 9540

Asheville Packing Co.

Phone 2-3891
West Asheville, N. C.

Asheville Packing Company

Meal Packers and Manufacturers of Fertilizers



Plant of Asheville Packing Company.

Fertilizers play an important part in southern farming operations, more so, perhaps, than in those of any other section of the country, and the manufacture of fertilizers particularly suited to the soil of this section has long been a great and growing industry. This is represented here by the Asheville Packing company, one of the most important enterprises of the city and one which has since it was established some years ago had a phenomenal and gratifying growth, backed as it has been by the energy, industry and capital of Mr. S. Sternberg, and his partner, Mr. Gustav Lichtenfels, and the practical knowledge of Mr. F. Zimmerman, the capable and efficient manager of the plant who has had a long experience in the business. The company's works are located at West Asheville, which are equipped with tht most improved machinery procurable, and the output of all kinds of fertilizers, bone-meal, and the usual by-products of a plant of this kind is coming the largest and most modern in Western North Carolina. Its goods are of the highest grade, are always fully up to the analysis, and the farmers who patronize the company have learned by long experience that there is never any misrepresentation, and they always get precisely what they pay for. This is the policy upon which the immense business of the concern has been built, and has resulted in keeping all the old customers and constantly getting new ones. The company has agents everywhere, and no difficulty will be found in getting the goods manufactured promptly and in the best of mechanical condition. The general offices are located at 853 Depot street along the tracks of the Southern railroad. The officers are, S. Sternberg, president; F. Zimmerman, vice president; G. Lichtenfels, secretary and treasurer.

Asheville Citizen September 29, 1912

Tune in to...

Visit enlightening and informative *Asheville Magazine* forum
powered by
YAHOO! Groups

A Cup of Tea

A place deep in the mountains
to drink in enlightenment

828-669-2331

N

New Telephone: 828-254-6620.....

A Cup of Tea, is not a cafe
We are a part of the ***Nepal Institute***

Offering Knowledge *and Enlightenment*

A place to manifest Healing, Fulfillment,
Well-being and Joy in Your Life...

Located in West Asheville, NC

Cravings & Addictions

click above to learn of our new Transformative Program

Workshops & Events

About Us | "Therapies" | Certification

Subscribe to our newsletter
click her

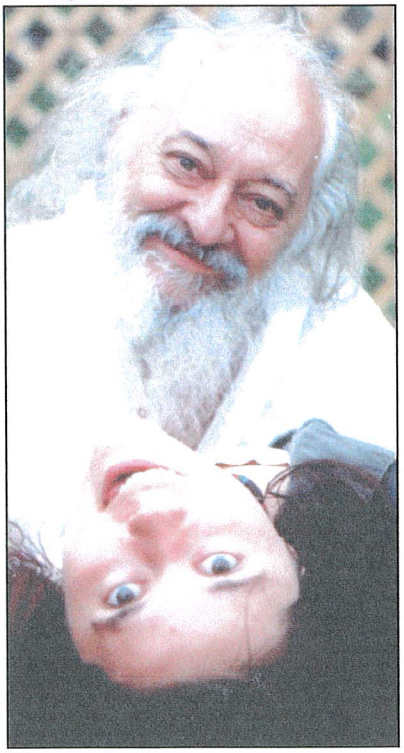
A Cup of Tea

About us...

828-669-2331

Our new telephone 828-230-9627.....

A Cup of Tea was created by spirit, through Virato and Dhiraja... during an inspirational flash of light. In fact, Virato fell out of his chair as the name blasted through. They were directed to start this special place--based upon the popular "salon" concept of the 1920's and '30s--in which learning and healing happened in a small and intimate atmosphere through experience and exploration. The name, *A Cup of Tea*, which finds its heritage in Buddhist tradition, is also the name of Osho's book, which is a compilation of his letters to friends.



Located in Asheville, North Carolina, *A Cup of Tea* is a place/concept of personal exploration, growth and enlightenment

Virato, who has been editor and publisher of *New Frontier Magazine* for over 20 years, provides a wealth of knowledge when it comes to the transformation of human consciousness. He has personally met, and become friends with, such notables as Deepak Chopra, Ram Dass, Rupert Sheldrake, Ravi Shankar, Marianne Williamson, Steven Halpern, Kitaro, Gabriel Cousens, Sogyal Rinpoche, Tim Wheater, Timothy Leary, and hundreds of other notables in the field of body, mind and spirit.

Virato has also had outstanding success in the field of drug and alcohol addiction/misuse treatment in Russia, where many psychologists have adopted his methods. He was also featured in a special on drug addiction broadcast on Russia's equivalent of PBS-TV. Virato also spent a part of 1979-1980 in India,

and is a considered a master of Tantra.

He has been director of *Premsagar Meditation Center* in Philadelphia, *The Love Center* in New Jersey, *New Frontier Education Society* (and director of its successful growth center in Philadelphia). He is also currently director of the *Nepal Institute*. Virato has served on the Board of Directors of the *Association for Humanistic Psychology*, and was Marketing Director of Asheville's *Oasis Mountain Wellness Center.*

Dhiraja, a natural shaman, healer and intuitive artist from St. Petersburg, Russia, spent her childhood in Tajikistan where she connected with spirit. She and Virato are soul mates, and were married on St. Valentine's Day, 2002.

They are both sannyasins of the enlightened mystic, Osho.

Magic happens around Dhiraja and Virato...and they have attracted other practitioners with outstanding abilities, success and credentials...

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Subscribe to our free newsletter by clicking here
When your mail program appears, simply hit send (no subject or message required)

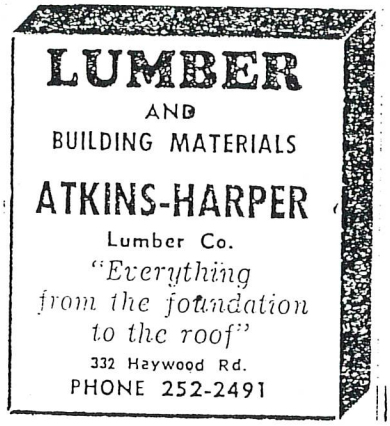
Atkins-Harper
Lumber Co.

Building Materials - Hardware
Paints - "Everything From Foundation To Roof"

PHONES 2-2491

332 Haywood Road
ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program



Asheville Citizen June 22, 1973

Atkins Harper Announces Expansion Plans For '77

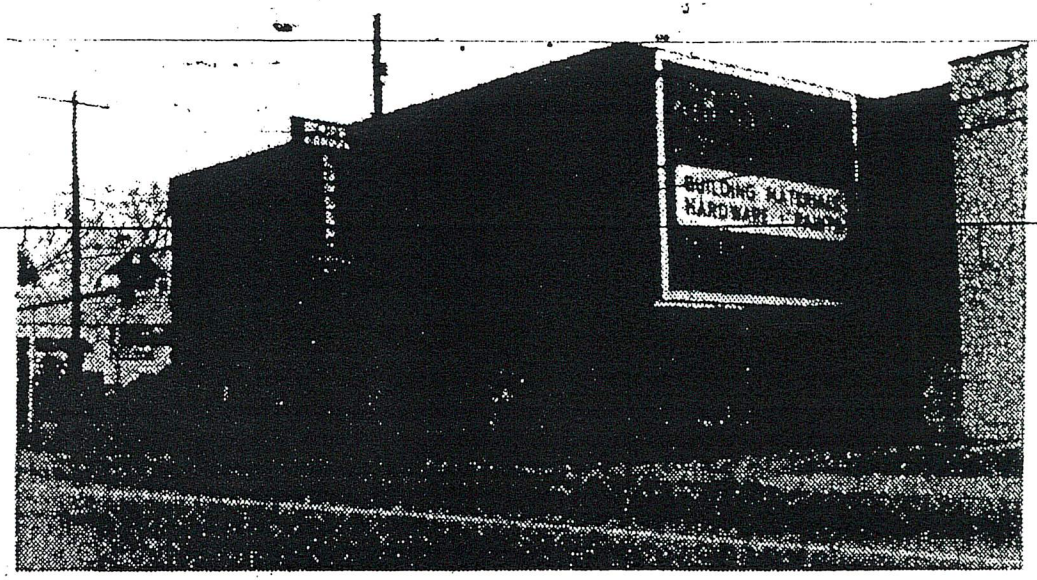
Atkins Harper Lumber Company was founded by Harry T. Atkins in 1938 and has long been established as a leading business in the West Asheville area.

The slogan "Everything from Foundation to Roof," is backed by quality materials, service, and availability of the major building materials for housing needs. Atkins owned and operated the business until July 1975 when he sold the company to Builder Marts of America but remained as president and consultant until July 1976.

At that time Builder Marts of America named John Kenneth White to succeed Atkins as president and general manager. White has 18 years experience in the lumber business in sales, purchasing and management.

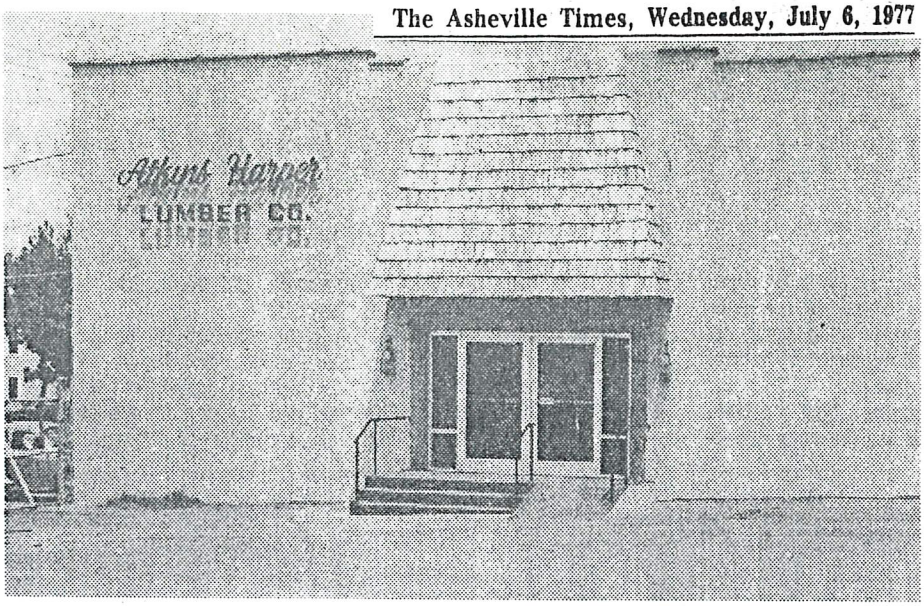
During 1976 the firm renovated the sales floor, added a new contractor sales office, and additional products brought into stock. George Woodruff was hired as an outside salesman and is now servicing the contractors in Asheville and the surrounding area.

Atkins-Harper has expansion plans for the year of 1977. A new sales floor and additional lumber sheds will be acquired to better serve our customers for the years to come. Product additions will be kitchen cabinets, vanities, carpet, light fixtures, and a more complete line of plumbing.



A LEADING BUSINESS in West Asheville, Atkins Harper Lumber Co. is planning to expand its sales floor and storage areas in 1977.

The Asheville Times, Wednesday, July 6, 1977



(Staff Photo by June Glenn Jr.)

REMODELED ATKINS-HARPER BUILDING

Remodeled Atkins-Harper Firm Has Grand Opening

Atkins-Harper Lumber Company at 322 Haywood Road is observing the grand opening of its newly expanded and remodeled operation this week.

The landmark firm in West Asheville was bought about two years ago by Builders Mart of America, a nationwide firm that has since begun a major expansion and upgrading of the local outlet.

According to retail sales manager Jim Burrell the first step in the project was renovating the old sales building into a 3,500-square-foot showroom.

Next came construction of a new 60 by 110-foot retail sales building adjacent to the renovated showroom.

Burrell said the showroom will have displays of all types of items in construction from kitchen cabinets to the firm's new line of lighting fixtures.

Shoppers can brouse through the showroom area, pick out the items they like and then go to the adjacent retail sales building where a sales person will help them.

Kenneth White is general manager of the store that claims it can supply anything in home construction from foundation materials to the roof.

"I think we've got as many different types of lumber as anyone in this area. We've got white pine, redwood, cedar, fir, yellow pine. Anything that anyone would want," Burrell said.

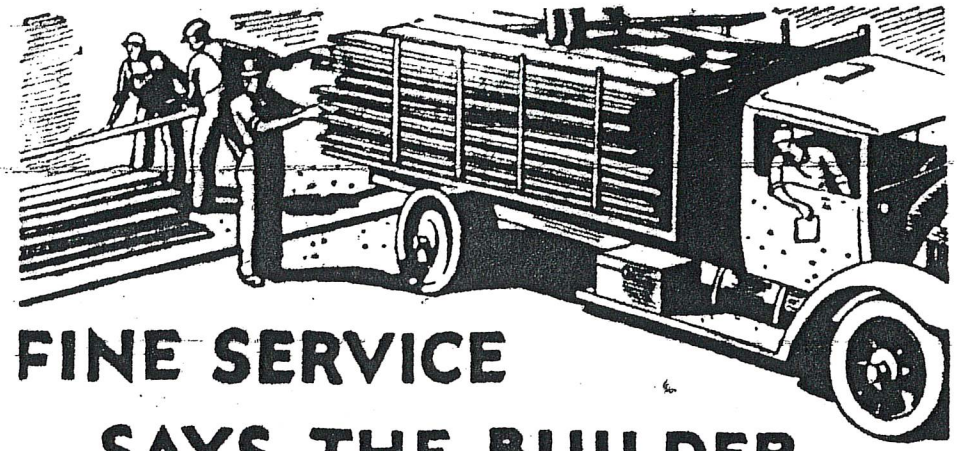
The company is also an outlet for a full line of siding and the Andersen windows.

In addition to the new retail sales building, the company has bought adjacent property and converted it into a large parking area for customers and an expanded lumber area.

Burrell added that the company also has a full woodworking shop where they can turn out all types of custom made wood products including windows and pre-hung doors.

"We feel like we've got a real good location here in West Asheville," Burrell said.

Asheville Times July 6, 1977



FINE SERVICE SAYS THE BUILDER

Builders supply houses are often judged by the men who deliver the materials to the job. Promptness, courtesy and intelligence are called for. Our men get there on time, unload and pile where the builder directs, always hustling and no grumbling. "FINE SERVICE" is our star salesman!

Phone Your Lumber Troubles To

1204 or 2136

ATKINSON LUMBER CO.

OFFICE AND YARD AT NEWBRIDGE — PHONE 1204

WEST ASHEVILLE YARD — PHONE 2136

Asheville Citizen-Times, April 20, 1930

West Asheville News February 26, 1943

FRANK AUSTIN NEW STORE IS POPULAR SPOT

Though open but a short while, the Frank Austin store located at 442 Haywood street, West Asheville, is one of the busiest spots in the community. The store is now completely stocked and ready to serve its patrons with the finest quality merchandise at the lowest prices.

With Spring just around the corner, scores of property owners are beginning to think about repairing and remodeling, and many are planning to build. With this in mind, it would be a wise idea for any owner to visit the Austin store and get estimates on paints, hardware, building materials of all kinds . . . and by all means lumber.

We emphasize lumber in the program of building because the Austin Company has one of the finest of saw mills at Hominy and turns out orders of cut lumber in a speedy fashion. The mill has fifteen efficient men, all of them expert in woodwork. There you can find the kind of wood you want, have it sized quickly, then delivered to your door ready to be used. Scores of orders are coming in at this plant, not alone from local persons but from remote sections.

Paints carried at the store are nationally known brands and, of course, are guaranteed. Roofing, are on hand in great variety and building materials and hardware you can find just what you want to help you in building, remodeling or repairing at the Austin store.

Call 1828 and get estimates before you make a decision on hardware, paints, lumber and building materials. You'll get the best at the lowest prices.

Asheville Times February 21, 1942

FRANK AUSTIN CO.

Every Building Need

Roofing Materials and Supplies, Paints and Varnish,
Glass, Hardware, Builders' Supplies, Wall Boards,
Mill Work, Windows, Doors, Lime, Cement, Brick

SAW MILL HOMINY, N C. — Phone No. 3

I Buy Logs at Market Price

442-444-446 Haywood Rd. Tel. 1828

FENCING OF ALL KINDS

LIMITED QUANTITIES

- Field Fence
- Fox Fence
- Hog Wire
- Chicken Wire

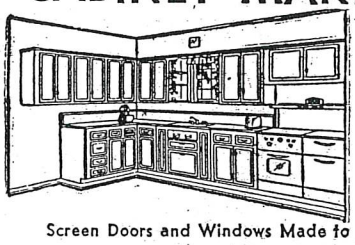
FRANK AUSTIN COMPANY

LUMBER - HARDWARE - PAINTS
FARM EQUIPMENT

442 Haywood Road Phone 1828

West Asheville News

CABINET MAKERS



All Kinds of Woodwork

SHOW CASES

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(C-143)

AUSTIN & JONES
WOOD WORKING SHOP

(Over 18 Years' Experience)

442½ Haywood Rd.----------W. Ashe.

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CERTIFIED LUBRICATION
FOR ROAD SERVICE
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702 HAYWOOD RD., W. ASHE.
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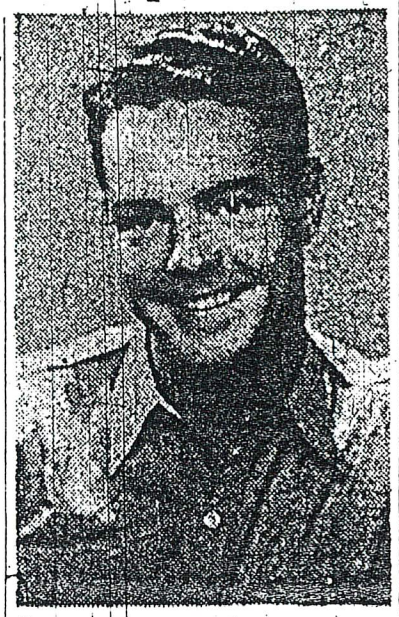
Asheville Citizen May 3, 1952

Babe Maloy's Drive-In Is One Of City's Most Popular

Babe Maloy's Drive-In was opened February 4, 1952, and in the space of three months has developed into one of Asheville's most popular eating spots.

This attractive Drive-In, owned and operated by Babe Maloy, is located just beyond the Beaucatcher tunnel on Black Mountain highway.

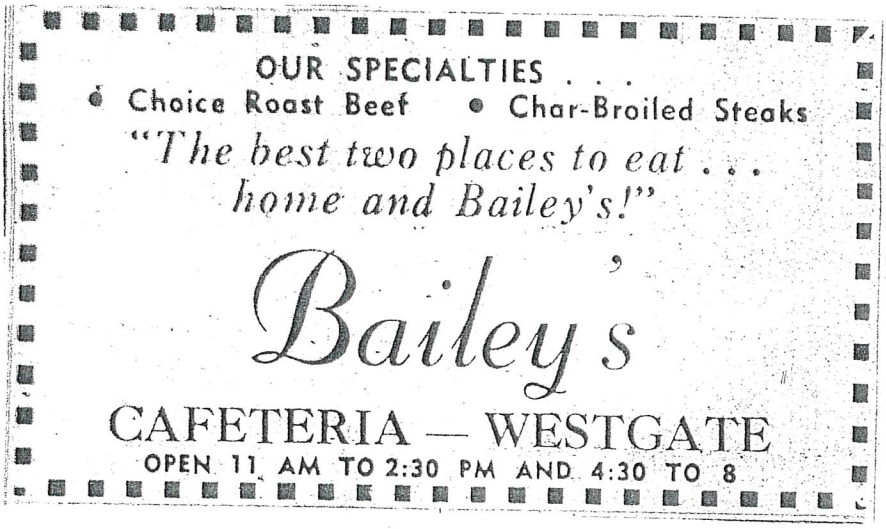


BABE MALOY

All equipment is new stainless steel, installed to give the utmost in tasty food and clean, fast service. Students from Asheville-Biltmore College serve you in the car with prompt courteous service. These clean cut young men are well trained and eager to please you.

Already famous for its chipped ham sandwiches, oozing with flavor and goodness, Babe Maloy Drive-In also features golden brown jumbo shrimp and chicken, served "hobo" style. The fountain dishes are a delight to see, and will please the most discriminating person in taste.

The management invites you to visit the Drive-In, and assures you that such a visit will convince you that Babe Maloy's is unsurpassed for quality food and fast efficient service, with plenty of parking space for comfortable and convenient dining in your car.



Asheville Citizen July 5, 1963

BB&T

We cordially invite you to join us in celebrating

The Grand Opening

of the newest BB&T branch in Asheville!

When

Wednesday, December 11, 2002

Time

The Ribbon Cutting Ceremony
4:30 P.M.

Where

1343 Parkwood Road,
Near the intersection of Haywood Road and the 1300 block of Patton Avenue

Grand Opening

The Buncombe County Sheriff's Department will be on hand to operate SAFEKIDS ID program

Join us for door prizes from local businesses, refreshments, and the chance to win a $200 US Savings Bond in our grand prize drawing!

We are proud of our New Branch, but we are even more proud of the people inside.

Please RSVP by calling the BB&T West Asheville office at 225-3400

"You can tell we want your business"

GRAND OPENING

B & B Pharmacy

Corner Haywood & Hanover Tel. 2-2718

PRESCRIPTIONS . . . COSMETICS . . . SUNDRIES

FREE DELIVERY

REGISTERED PHARMACIST ON DUTY 'TILL 10:30 EVERY DAY

Free

VALUABLE DOOR PRIZES

NOTHING TO BUY. JUST COME IN AND REGISTER!
YOU DO NOT HAVE TO BE PRESENT TO WIN.

B & B Pharmacy, 462 Haywood Road, October, 1953.

Bruce Emory
Research

Advertorial

B & B Pharmacy

B & B Pharmacy was established in 1953 as a small "corner" drugstore to serve Asheville as "Prescription Specialists" for many years.

Co-founder, L. BALFOUR BROOKSHIRE, had the foresight to realize that to meet future generation needs, expansion was necessary. Almost 40 years have elapsed and B & B Pharmacy is now "Four Times Bigger & Better" than ever.

Now considered one of the leading full service independent pharmacies in the southeast, B & B Pharmacy is serving the greater Asheville metro area with pride still as "Prescription Specialists."

- Fully Computerized
- Patient Convalesant Aids
- Member Family Pharmacy Network
- Contract U.S. Postal Service
- Western Union Agency

B and M PURE OIL STATION
COMPLETE LUBRICATION SERVICE
ROAD SERVICE
268 HAYWOOD ROAD PHONE 9589

1949 Standard Railway Employees Seniority List

STATE OF NORTH CAROLINA—COUNTY OF BUNCOMBE

This Indenture, Made this the 21 day of September A. D. 192 3, by and between J. A. Baker and wife Nettie A. Baker of Asheville N. C.

parties of the first part, and J. A. Baker Packing Company, a North Carolina Corporation with its principal office in the City of Asheville N. C.

part y of the second part, witnesseth:

That the said parties of the first part, for and in consideration of the sum of Ten and more Dollars, to them in hand paid by the said party of the second part, the receipt whereof is hereby acknowledged have given, granted, bargained, sold, conveyed and confirmed, and by these presents do give, grant, bargain, sell, convey and confirm unto the said party of the second part its successors and/ heirs and assigns forever three lots or parcels of land in the City of Asheville, N. C. same being

a certain piece, parcel or lot of land, situate, lying and being in City of Asheville, N. C. between the right of way of the Southern Railway and the French Broad River adjoining the lands of Julian Woodcock on the North and Carolina Machinery Company on the South

and bounded and more particularly described as follows:

1ST TRACT : BEGINNING on a stake in the Southern Railway right-of-way at a point 25 feet South of a railroad iron which markes a corner of said right of way and corner of what is known as Pisgah Lumber Co. tract and running thence North 89 deg. 7' West (312.4) feet to a stake in the eastern margin of said river road said last mentioned stake being 58 feet east of the eastern margin of French Broad River, thence 5 deg. 7' west (249.8) feet to a stake in eastern margin of said road, then south 89 deg. 7' east (359.2) feet to a stake at southeastern corner of what is known as Citizens Lumber Company barn, said stake being also about one foot west of the corner of said barn and on the line of said Southern Railway right-of way; thence north 5 deg. 33' west and with the right-of-way, (250.6) feet to the beginning

2ND TRACT : Beginning on a stake in west margin of right-of-way of Southern Railway Company at the Southeast corner of first tract above described said beginning being 300 feet from the southeast corner of Carolina Machinery Company's lot, and runs then North 89 deg. 7' West and with the line of the first tract, above mentioned, (359.2) feet to a stake; then south 7 deg. 48' West (8.2) feet to a stake, then south 89 deg 7' east (361.1) feet to a stake in the west margin of said railroad right-of-way, then with the margin of said right-of-way (8) feet to the beginning, being a strip of land eight feet wide taken off of the C. W. Baird tract of land, the above two tracts being same land conveyed by G. H. Morris and wife to J. A. Baker, deed for which is duly recorded in Book of Deeds No. 271 at page 57 of record of deed for Buncombe County.

3RD TRACT : Adjoining Julian Woodcock and Carolina Machinery Company Beginning at a stake in east margin of river road, said stake being 258 feet south of the north west corner of the Weaver tract hereinafter mentioned, and runs thence with said road south 9 deg. west (92) feet to a stake, then south 87 deg. 30' east (382) feet to a stakein the western line of the southern Railway right-of-way then with the same N. 50 deg. 33' W. (92) feet to a stake in the same; thence north 87 deg. 30' West (355.5) feet to the beginning, being part of tract of land conveyed by Frank Weaver and wife to H. G. Lea and the same conveyed to J. A. Baker by H. W. Plummer.

4TH TRACT : Beginning at a stake in southeast edge of Haywood Street at the junction of said street with what is known as "Brooklyn Alley" and running thence with the west edge of said alley a southerly direction (150) feet to a stake at the southeast corner of the original lot deeded by T. J. Revell to H. D. Baker said deed recorded in Book 73 at page 492 of record of deeds of Buncombe county; thence a westerly direction and with said old line as described in said deed, (36) feet to the line of Sudderth's lot, as sold by H. D. Baker and wife to W. J. Sudderth; thence a northern direction and with the line of said Sudderth's lot, (150) feet to the south margin of Haywood street, thence with said margin of said Street and eastern direction to the beginning, being same land conveyed as first tract in a deed from L. A. Baker and husband H. D. Baker to J. A. Baker by deed duly recorded in office of Register of Deeds for Buncombe County N. C. in Book of Deeds No. 218 at page 214.

5TH TRACT: Being a strip of land about fourteen inches wide along the north-east side of 4th tract above described, same being fully described in a deed from C. E. Grove and wife to J. A. Baker duly registered in Book of Deeds No. 223 at page 427 of Record of Deeds for Buncombe County N. C.

89

To Have and to Hold the above described land and premises, with all the appurtenances, thereunto belonging or in any wise appertaining unto the said party of the second part, its successors heirs and assigns, to the only use and behoof of it and its successors said heirs and assigns forever.

And the said parties of the first part do hereby covenant to and with the said party of the second part its successors heirs and assigns, that the said parties of the first part are lawfully seized in fee simple of said land and premises, and have full right and power to convey the same to the said party of the second part in fee simple, and that the said land and premises are free from any and all encumbrances and that they will and their heirs, executors and administrators shall forever warrant and defend the title to the said land and premises, with the appurtenances, unto the said party of the second part its successors heirs and assigns, against the lawful claims of all persons whomsoever.

In Witness Whereof, The said parties of the first part, have hereunto set their hands and seals, this the day and year first above written.

done so by these presents

Stamp ($58.00).

J. A. Baker (SEAL)

Nettie A. Baker (SEAL)

(SEAL)

(SEAL)

(SEAL)

(SEAL)

(SEAL)

STATE OF NORTH CAROLINA—COUNTY OF BUNCOMBE

I, Z. T. Ledbetter a Notary Public of Buncombe County, do hereby certify that J. A. Baker and his wife Nettie A. Baker personaliy appeared before me this day and acknowledged the due execution by them of the foregoing deed, of Conveyance to J. A. Baker Company a corporation And thereupon the said Nettie A. Baker, wife of J. A. Baker being by me privately examined, separate and apart from her said husband, touching her voluntary execution of the same does state that she signed the same freely and voluntarily, without fear or compulsion of said husband, or any other person, and that she do th still voluntary assent thereto.

WITNESS my hand and notarial seal this the 21st day of September, A. D. 1923

My commission expires (NOTARIAL SEAL)

May 16th, 1924

Z. T. Ledbetter a Notary Public

of Buncombe County.

STATE OF COUNTY OF

STATE OF NORTH CAROLINA—COUNTY OF BUNCOMBE

The foregoing certificate of Z. T. Ledbetter a Notary Public in and for the county of Buncombe State of North Carolina duly authenticated by his official seal thereto attached, is adjudged to be correct in due form and according to law.

Therefore, let said deed, with certificates, be registered.

This the 15th day of March, 1924

Ethel S. Rickman

Deputy Clerk of Superior Court Buncombe County.

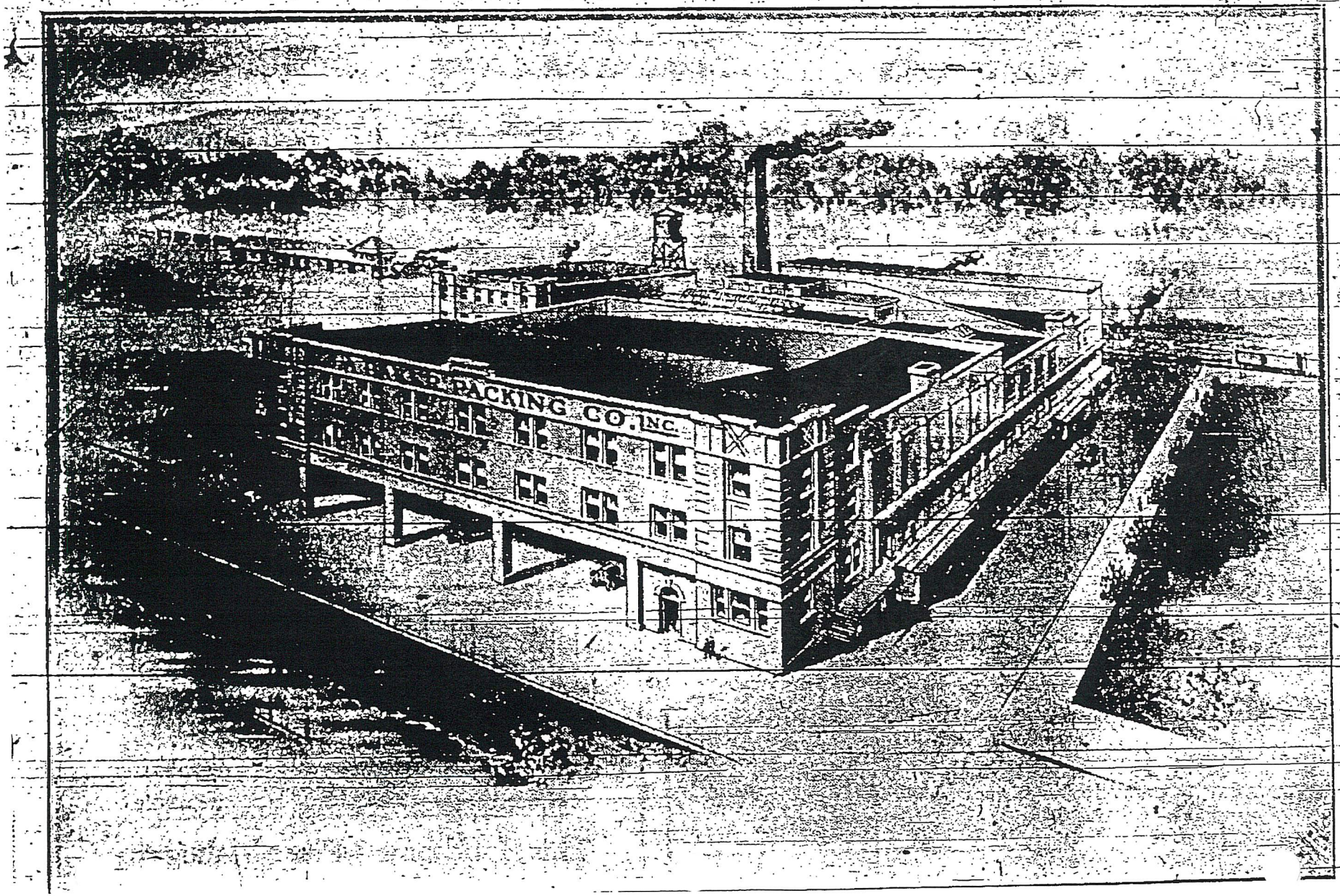
Filed for registration at 11 o'clock A.M., on the 15th day of March, 1924 and registered.

Geo. A. Digges Jr. Register of Deeds.

Baker, J.A Packing -19.2

7/29/23

Ground For Erection Of $250,000 Plant For J. A. Baker Packing Co. Will Be Broken Within Next Few Days



Ground will be broken here July 1st on the site for the erection of the plant of the J. A. Baker Packing Company, Inc., of this city.

The plant when completed will be the largest and finest in the entire South, it is stated by those interested, with the exception of a plant in Louisville, Ky. It will not only excel in size but in equipment and in modern packing principles, it is declared.

This plant, with the buildings and grounds and equipment ready for operation, will cost approximately $250,000, it is stated, which will leave the company with ample working capital.

Upon completion, 75 persons will constitute the operating force. However, at full capacity the plant will have from 100 to 125 employes, it is said. This will mean a payroll of around $2,500 per week.

The site is on the French Broad River, near the Southern Railway freight depot. The front of the building will face the river, while to the rear will be the railroad yards. Below the plant site is the generating plant of the Asheville Power and Light Company, while above it are the yards of the Central Coal Company. The structure will be erected on the place where Ferguson formerly fed the animals.

Officers of the new Asheville concern are: John A. Baker, president; T. F. Gerety, vice-president; Dr. H. C. Bruner, secretary; John A. Baker, treasurer. Directors are: Mr. Baker, Asheville; Dr. Bruner, Asheville; T. F. Gerety of Louisville; Mr. Gerc[illegible] Asheville, formerly of Louisville, [illegible] at one time connected with [illegible] five" packers; J. H. Manley, Asheville, Marcus Erwin is general counsel. The Central Bank and Trust Company is the registrar and transfer agent. Stockholders include: E. W. Grove, W. L. Cherry, Morris Meyers, Dan Hill, Jr., D. Miller, Frank A. Barbar, A. D. Stoner, S. Sternberg, J. G. K. McClure, Sr., and several others.

The object for which the corporation was formed, as stated in the articles of incorporation, is "slaughtering of live stock; dressing, preparing, selling and dealing in meat and meat products; manufacturing and sale of by-products; packing of farm products; refrigeration and cold storage." The killing capacity will be 500 hogs and 50 cattle daily, officers say.

The company is capitalized at $500,000, with $200,000 paid in, according to Dr. Bruner.

The purpose of the promoters, it is declared, is to build and operate a new meat packing and provision plant, the most modern and efficient that experience and ingenuity can devise. Mr. Bruner states that the most important point to be considered in building of an enterprise of this kind is the location. Extensive terminal railroad facilities for the transfer of live stock and finished products should be had, and the plant should be within easy reach of wholesale, retail and jobbing centers.

The management gave due consideration to these items in making the decision to locate in Asheville, and officers of the company believe that the present conditions and the future possibilities will prove the wisdom of their selection. In summing up these advantages, Dr. Bruner states that Asheville affords all the requirements for a packing plant, viz: railroad facilities, center of population, center of live stock raising district of State, center of jobbing district, center of population of the Western part of the State, macadam roads leading in all directions, thus allowing for refrigerator truck service to the small towns, and giving them fresh meat three times per week.

An abattoir will be operated for the use of butchers who wish to have their stock killed, dressed, cooled and handled in a sanitary plant and under the inspection of a regularly appointed Government inspector, thus insuring at all times that they will have clean and wholesome meat products regularly passed and inspected under the provisions as set forth by the Bureau of Animal Industry of the United States Government. Dr. Bruner states that this is an added feature that the State at this time does not have.

Stock yards for the sale, feeding, watering and handling of live stock will be maintained for the use of the handlers and producers of live stock. This will greatly benefit the live stock industry, it is believed, as it will assure the advantages of having a central point for shipping stock in and out; besides, it is declared, it will insure to stock raisers at all times a ready and favorable cash market for their products.

Benefits to the State are declared to be as follows: Building home industries, keeping of money at home, and giving to the people of the community the fruits of their toil, helping the State to keep step with its progress, and putting its products before others.

In regard to the buildings and equipment, the cold storage section will be separated from the slaughtering and manufacturing sections by fire walls, in order to reduce insurance cost and fire hazard, it is stated. The coolers will be insulated with cork and provided with the spray system of refrigeration, which is said to be the most economical and efficient.

The slaughtering house will be equipped with the very latest machinery for slaughtering and handling of by-products, officers say. Every piece of machinery will be of an improved type and of sufficient capacity to take care of the increased killing for the future expansion of the plant. The buildings will have the following features:

(a) Extensive railroad docks. (b) Covered loading court for trucks. (c) Elevators of large capacity. (d) Spiral chutes and conveyors. It is stated that the commercial value of these features are: (1) Increased speed in freight movement, manufacture, transfer and loading of miscellaneous and standard packing commodities. (2) Reduced handling cost per ton. (3) Lowest insurance cost due to fireproofing walls and fire doors.

Below are listed some facts that bring out the possibilities of a meat packing plant, as proposed for Asheville. There are from 12 to 14 cars of meat shipped into Asheville each week for local consumption and distribution.

Several hundred head of hogs, cattle, veals and lambs are slaughtered and handled by local butchers.

It is stated that the institutional requirements alone in this State are sufficient to take the entire output of the plant, to say nothing of the other localities and their requirements for meat and meat products.

Asheville is the center of distribution for Western North Carolina and is within easy reach of other markets and wholesale centers.

This city is in close proximity to the live stock producing sections. Macadam roads radiate in all directions, thus allowing for [illegible] concern, by the use of refrigerated truck, to give to the cities and towns within a radius of 100 miles fresh meat and meat products every other day.

Besides this, a business of over three quarters of a million dollars is already established, it is brought out. And this business has outgrown its present quarters, thus necessitating expansion.

From a small meat shop of a few years ago to a volume of business of over $750,000 per annum is the story in brief of the business concern run by J. A. Baker in Asheville, it is said. Mr. Baker states: "For several years past I have owned and operated the J. A. Baker Packing Company, the largest meat packing plant in Western North Carolina. The practical knowledge gained from my own experience brought me forcibly to realize the great need for more and better meat packing facilities in this State."

Mr. Gerety, the vice-president, has been in this line of work all his life, it is stated. His labors have been with the "big five" packers, where he started in the sticking room and worked his way through the various departments to branch manager, and on to general efficiency expert. He recently severed his connection with the New Emmart Packing Company, of Louisville, Ky. The success of the Louisville plant has been almost phenominal, it is declared. Within the short space of six months, under Mr. Gerety's guidance as general manager, this plant has a volume of business running at the rate of over $5,000,000 per annum, Dr. Bruner states.

Dr. H. C. Bruner has had wide experience in financing in this and other lines. He, like Mr. Gerety, comes to the Asheville organization fresh with the knowledge and experience gained by his association with the Emmart Packing Company.

The new concern has received letters of endorsement from many persons prominent in the life of the community, such as E. W. Grove, S. Sternberg, Frank Whitman, James G. K. McClure, Jr., J. G. Adams and others. Dr. William Moore, State Veterinarian, with headquarters at Raleigh, has been given assurance of his co-operation. The letter from Dr. Grove says in part: "After carefully going over your prospectus, you may rest assured that you will have both my moral and financial support. In my opinion there is not a more greatly needed enterprise or one that will do more toward the future development of Western North Carolina, and our city. I have full confidence in J. A. Baker and his organization. It is with pleasure that I give you my endorsement and subscription."

Dr. Bruner states that financially the plant will be a great help to Western North Carolina. At 200 hogs per day, weighing 200 pounds each, the concern will purchase 40,000 pounds of hogs each day or 240,000 pounds per week of six days. At eight cents per pound this will result in $28,000 each week, it is said, this going to the raisers of this section.

It is also pointed out that the company will use 25 head of cattle each day, averaging roughly 900 pounds each. This means the purchase of 22,500 pounds a day. In a week of six days this means the purchase of 135,000 pounds, which figured at eight cents a pound will cost $10,800. Calves will cost around $3,000 a week. Totalled, the cost of hogs, cattle and calves is estimated at $42,600 a week. This, combined with the total weekly payroll of about $2,500, makes $45,100. Other purchases, expenses, etc., will total $15,000, Dr. Bruner states, thus making a total outlay of around $60,100 each week. This figured for 52 weeks in the year will mean the total sum of about $3,125,200 going into the community each year from this packing plant alone. These figures are those of officers of the company who are men of experience in estimating costs of business of this kind.

Asheville Citizen July 29, 1923

Baker Packing Plant Is Being Rushed to Completion; Need of Greater Livestock Productions

Remarkable progress is being made in the construction of the new plant of the J. A. Baker Packing Company, which is to be opened about September 15, according to officials of the company. The four-story structure, designed by Arnold H. Vanderhoof, is to be built completely of reinforced concrete, steel and hollow tile at an expense of approximately $350,000. Concrete has already been poured and work is proceeding as rapidly as material is brought to the scene of operations.

The plant will have a capacity of from 300 to 500 hogs daily and 50 head of cattle, making a large outlet for the livestock industry of Western North Carolina. Efforts are now being made to have farmers of the nearby counties increase the number of hogs being raised on their lands in order to keep up to the killing capacity of the Baker plant.

Market prices will be paid by the Baker Company for livestock, according to officers of the concern, and farmers will be enabled to get the prices they desire in this way by driving or shipping their cattle directly to the plant, instead of having to ship to Middlewestern markets and getting whatever price governs at the time the cattle are accepted.

The beef produced in this section is far superior to the Middlewestern quality shipped in, officers of the Company state, and commands a premium of several cents on the pound. Hogs produced here are also of excellent quality, they state.

As part of the company's service to Western North Carolina, four refrigerating motor trucks will be put in operation this fall, making three trips weekly 100 miles in length, thus furnishing meats to the greater part of this section. Six other trucks will also be used, and all of these have already been purchased.

A business of approximately $800,000 annually is being done at the present plant on Patton Avenue, according to J. N. Dalton, secretary-treasurer of the company, and these quarters are badly cramped. Animals are now slaughtered in the country and shipped in to the refrigerators while in the new plant an entire room at the top of the structure will be given over to this purpose.

This plant will utilize everything but the proverbial squeal, according to Mr. Dalton, as chicken feed and fertilizer will be made out of the byproducts of the meats.

Three ice-making machines will be installed for making the ice needed by the plant, and four refrigerators will be in use. These are completely cork insulated at an expense of about $16,000. Complete packing house equipment of the types used by the principal packing concerns of the country and entirely up to date will be in-

Tracks will be built directly to the door of the plant for direct shipment. A large concrete loading platform for truck shipment will also be constructed to facilitate delivery.

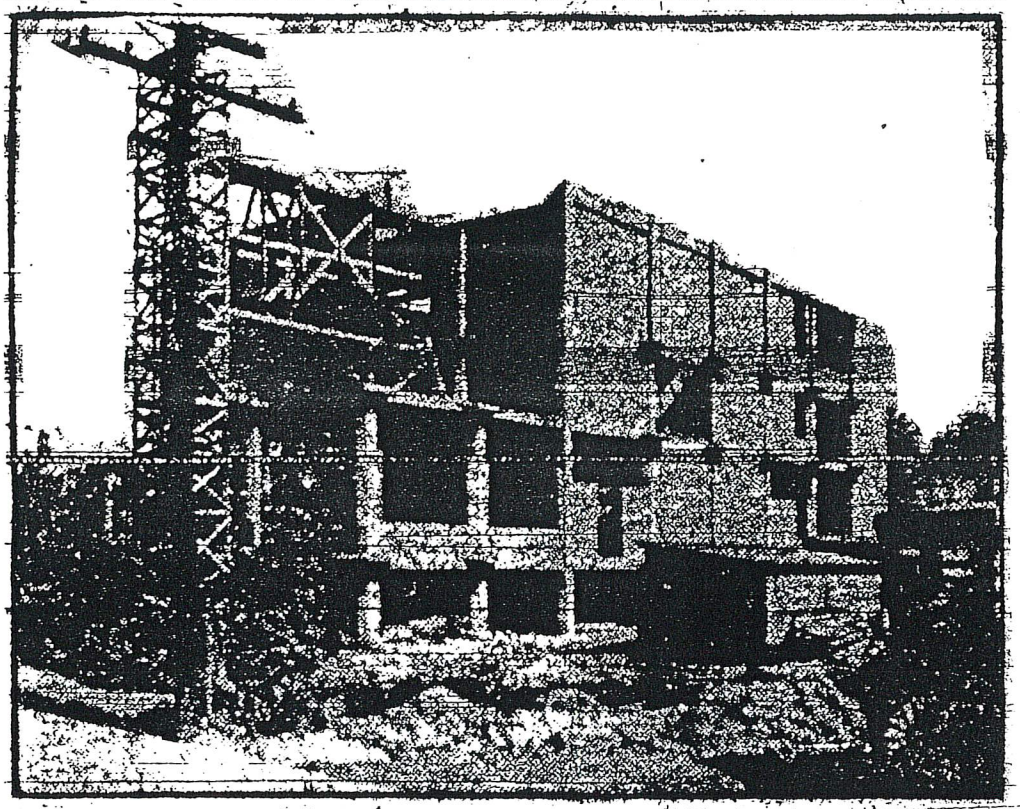
About two acres of land have been purchased and the structure is being erected on one corner of this. The remaining ground will be used as a stockyard and a sloping gangway of circular shape will be used to drive the cattle to the top of the building where they will be slaughtered and processed downward to the loading platforms and refrigerators.

Building operations were begun last March but owing to bad weather conditions and delay in getting materials little progress was made for some time. The work is now being pushed at full speed and it is hoped to complete it early in September, completion being assured by the end of that month.

The plant is to be a model one in every respect and the company will be able to furnish much better products under better operating conditions than at present, according to Mr. Dalton. With Western North Carolina and Eastern Tennessee to draw from for livestock, this company will be able to greatly reduce the importation of Middlewestern meats, with the probability of almost entirely eliminating this importation when this section produces sufficient meats to cover the local demand and the amount of exportation done by the Baker Company.

Asheville Citizen June 26, 1924

NEW PACKING PLANT



The packing plant being erected by J. A. Baker for the purpose of giving Asheville one of the finest and most up-to-the-minute industries of the kind in the South, is now well underway. This plant will represent an expenditure of at least $100,000. It is being located near the depot.

Asheville Citizen October 12, 1924

RITES TODAY FOR HAMILTON BAKER

Pioneer Business Man Died Early Tuesday In W. Asheville

Funeral service for Hamilton David Baker, 78, well known Asheville business man, who died at his home, 140 Westwood Place, West Asheville, yesterday morning at 6 o'clock, will be held at Calvary Baptist Church this morning at 10 o'clock. The Rev. J. B. Grice, pastor, will officiate, and burial will be in Riverside Cemetery.

Mr. Baker had been a resident of Asheville for the past 50 years, and was a pioneer business man of this section. He was a partner with his son in operating the Baker Packing Company, and a well known civic leader. He came to Asheville from Ashe County when 28 years of age. Death followed an illness of several months at his home.

Surviving are two sons, J. A. Baker and H. B. Baker, and one daughter, Mrs. Emma B. McDonald.

Asheville Citizen September 25, 1929

DIAL 8791 P. O. BOX 4265

J. A. Baker Packing Company

BLUE RIDGE BRAND

HAMS, BACON AND SAUSAGE

162 CRAVEN ST. ASHEVILLE, N. C.

1949 Standard Railway Employees Seniority List

1923 — 1950

For 27 Years
Packers of the Famous

Blue Ridge Brand Products

For twenty-seven years the J. A. Baker Packing Co. has taken pride in the high quality of its Blue Ridge Brand Meat Products. The growth of Asheville and Western North Carolina is reflected by the increased facilities of the Baker Packing Co. and the enlargement of its truck fleet. Ask for Blue Ridge products at your grocers; they are available wherever fine meats are sold.

J. A. BAKER PACKING CO.

Craven Street

Dial 8791

Asheville Citizen March 26, 1950

Businesses / J. A. Baker Packing Co. / #162 Craven St. Ca. 1950

physician since 1918, became health ... at Robbinsville in 1875. pleasant place to 'loaf' and get traction for the visitors is Opera ... the whole.

1923 — 1950

For 27 Years
Packers of the Famous

Blue Ridge Brand Products

For twenty-seven years the J. A. Baker Packing Co. has taken pride in the high quality of its Blue Ridge Brand Meat Products. The growth of Asheville and Western North Carolina is reflected by the increased facilities of the Baker Packing Co. and the enlargement of its truck fleet. Ask for Blue Ridge products at your grocers; they are available wherever fine meats are sold.

J. A. BAKER PACKING CO.

Craven Street Dial 8791

DIAL 8791

P. O. Box 17

J. A. Baker Packing Company, Inc.

162 CRAVEN STREET

"Home of Blue Ridge Brand Meats"

ASHEVILLE, NORTH CAROLINA

J. A. BAKER PACKING CO.

INCORPORATED

162 Craven Street

"Home of Blue Ridge Brand Meats"

ASHEVILLE, N. C.

From *"The Emmatonian"*, Emma High School annual, 1954

BALL'S BARBER SHOP BEGAN IN 1909

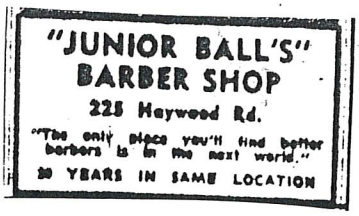
Ball's Barber Shop began operation in 1909, in the West End of Asheville, moving to the present location in 1928. Enoch G. Ball Sr. sold to his son "Junior" in 1953. Junior has operated the shop since, and has a total of 15 years experience, specializing in flat top haircuts, and styles to fit your head.

BALL

Mr. Ball Jr. is a licensed minister in the Baptist Church, and is widely known for singing gospel songs on TV and radio.

He resides on Ben Lippen Road with his wife Barbara, and two sons, Keith and David, and six months old daughter Karen.

Asheville Citizen December 15, 1960



Asheville Citizen October 13, 1960

The Everett Ball career plan: Work until you 'give out'

JOHN BOYLE
Columnist
JBoyle@citizen-times.com

The next time you're tempted to complain about how hard you're working, think of Everett Ball.

At age 87, the man just won't slow down. While Ball's Service Center isn't as busy as it once was, Ball still works just about every day, towing cars and doing minor mechanical repairs.

"I'll work till I give out — and then I'll quit," said Ball.

Melissa McCulloch, a local Fed Ex driver who often stops by Ball's shop, suggested I do a story on him. She loves hearing him talk about the old days, when Smoky Park Highway was a three-lane road and the area was full of houses, not just big box retailers and car dealers.

"Today there were two vehicles up on lifts at the same time," she told me Friday. "He's the hardest working person on my route."

Ball has been on Smoky Park Highway since 1938 — heck, he's had the same business phone number since 1938 — and he's not looking to sell.

"I've talked to a lot of real estate people who want to buy," Ball said with a smile Friday.

Between his house just above the station and the business itself, he and his wife Helen are sitting on about two acres of prime real estate on one of the area's busiest roads.

Nobody would like to see him retire more than Helen, who showed up around lunchtime Friday to check on her stubborn man when he didn't answer the phone (he was busy talking to a newspaper columnist — oops).

"I fuss at him, but it don't do no good," she said with a laugh.

I mentioned to her how some people retire and end up bored out of their minds, lamenting the decision to quit work.

"That's what he's afraid of," Helen Ball said.

If he's not out on a tow job or helping a customer, Ball is always puttering around the property, cleaning up or trimming grass. When I stopped by Friday he was putting the hedge clippers away.

Ironically, he got turned down for armed forces services in World War II because of infantile paralysis in his right leg, which still causes him to wear a brace.

He used to sell gasoline, but he got out of that a few years back when he was going to need new tanks.

"It cost me $32,000 to get started in this business, and it cost me $42,000 to stop selling gas," Ball said, referring to the cost of digging up the old tanks. "It would've been $350,000 to put new ones and new pumps back in."

At one point, Ball had seven employees, but for the past 10 years, he's been going it alone. His two mechanics left to start their own businesses.

He sold his big rollback tow truck and a 1971 Ford he used on occasion, but he still operates a smaller rollback, answering calls on local roads but avoiding the interstates.

Everett and Helen have a son who lives in Milwaukee and a daughter who lives locally, but neither is interested in the business, which has been at its present location since 1958.

Not that Everett would give up the reins anyway. His health is good, he says, except for some side effects from medication his doctor put him on.

"I blame it all on my doctor," he said of the aches he got. "He's trying to lower my cholesterol, and it about killed me. I tried about six different kinds. As long as I don't take that stuff, I feel pretty good."

Born and raised in Asheville, Ball was one of 14 children born to Enoch and Irene Ball. Just six survive today.

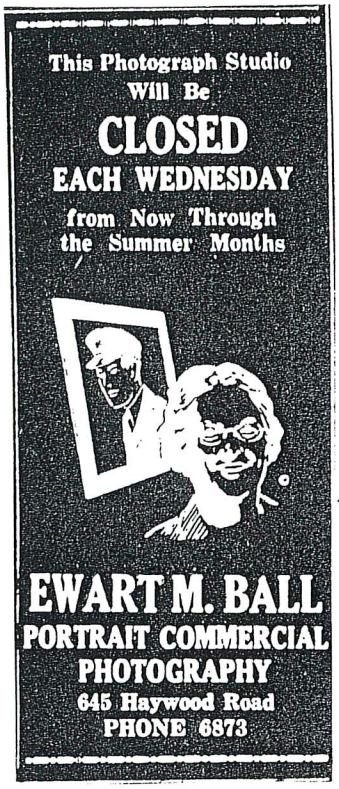
They raised hogs and cows and kept chickens, which Ball says tided them over during the Great Drepression. His father died at 77, but his mother lived to 99, an age Ball hopes to reach — right at Ball's Service Center.

"I got plans to quit when I get my money out of this place, or when I'm in Pisgah View Memorial Park," he said.

Asheville Citizen July 18, 2005

John Boyle/CITIZEN-TIMES

Although he's approaching 90, Everett Ball has no plans of quitting the business he established on Smoky Park Highway in 1938. "I just don't want to sit around and do nothing," Ball says. "I like to stay busy."



West Asheville News April 13, 1945

Ball's Grocery

(Quality Service Store)

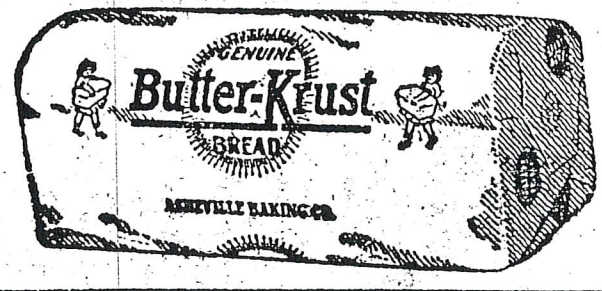
FANCY AND STAPLE GROCERIES

Fresh Meats and Vegetables

985 Haywood Road

9581—PHONE—9581

BALL'S GROCERY
985 Haywood Road
Phone 1031
We Feature
BUTTER-KRUST
Sundae Cakes
and Breads



Asheville Citizen December 12, 1937

W. ASHEVILLE TO HAVE BANK

Charter Has Been Secured for Bank of West Asheville With Capital Stock of $10,000.

G. D. CARTER WILL BE PRESIDENT, IS REPORT

Institution Promoted by A. H. Miller, of Greer, S. C.—Organization Next Week—To Open in 30 Days.

The stupendous European war and the much talked-of financial stringencies resulting therefrom have caused no uneasiness in this particular section, as indicated by the announcement just made that a new bank is to open shortly in West Asheville. A charter for the institution has already been granted by the state, and it will be known as the Bank of West Asheville. It will have a capital stock of $10,000 and will probably open within the next 30 days. There will be a meeting of the stockholders here next week, when a board of directors and officers will be selected. It is reported that G. D. Carter will head the list of officers as president.

The promotion of this new banking institution was undertaken a short time ago by A. H. Miller of Greer, S. C., who is interested in the banks at Fletcher and Clyde. Since Mr. Miller took the proposition up he has received the strong support of practically every business man in West Asheville and the amount of the capital stock is almost subscribed in full. The incorporators include a number of West Asheville's leading business men and with such co-operation among them the success of the institution seems to be assured even before plans are perfected for its opening.

Aside from the business of selecting directors and officers at the meeting of stockholders next week, arrangements will be made for fixtures and a building will be secured for the bank. Just as soon as the fixtures are received and can be installed the bank will open its doors for a general banking business.

West Asheville is one of the most thriving of Asheville's suburban towns, and during the last few years has experienced a most remarkable growth. The population of the town at present is estimated to be about 5,000. A building boom has been in progress for over a year now and realty values have gone up amazingly. The town has had a trolley service to Asheville for something over three years now, and numbers of men maintain their residences there and look after their business interests in Asheville. Work is now in progress in installing modern water and sewer systems, which will give the residents the advantage of Asheville city water, which is brought from the summit of Mount Mitchell, 18 miles away.

The little city across the French Broad, aside from possessing the combined advantages of both city and suburban life, is situated in close touch with one of Buncombe county's richest sections, the Hominy valley. Many of the residents of this section have found it more convenient and advantageous to transact business in West Asheville, and as a result the business of the town within the past few years has grown by leaps and bounds. A banking institution became a real necessity, and the manner in which the business men supported the proposition to open a bank there indicates very clearly that they have realized this need of the town. The scope of business transacted in the town will be greatly broadened by the opening of the bank and its opening will likewise serve to show the sound business conditions now existing there.

Asheville Gazette
October 6, 1915

W. ASHEVILLE TO HAVE BANK

Charter Has Been Secured for Bank of West Asheville With Capital Stock of $10,000.

G. D. CARTER WILL BE PRESIDENT, IS REPORT

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The little city across the French Broad, aside from possessing the combined advantages of both city and suburban life, is situated in close touch with one of Buncombe county's

Asheville Gazette News October 10, 1914

TO ESTABLISH BANK IN WEST ASHEVLLE

Charter for Institution of $10,000 Capital Stock Granted by State—To Be Operated Soon.

The Bank of West Asheville with a capital stock of $10,000, has secured a charter from the state and will begin operations in a short time, according to the promoters of the plan. It is stated that the bank will begin operations probably within thirty days. The business men of West Asheville are behind the movement and it is stated that most of the stock has been subscribed already.

A. H. Miller, of Greer, S. C., started the promotion of the scheme several months ago and it met with immediate success. Mr. Miller is interested in banks at Fletchers and Clyde. General enthusiasm has been evinced in the banking plan and many of the largest propertyholders in the town of West Asheville have invested in the stock.

A meeting of the stockholders will be held next week when officers and directors will be chosen and it is announced that the name of G. D. Carter is being mentioned for the position of president.

Aside from the business of selecting officers and directors, a building to be occupied will be selected. As soon as this has been done, fixtures for the offices will be chosen and ordered.

The establishment of a bank in West Asheville at this time is taken as an indication of the prosperity and growth of the town, which has a population at present of about 5,000. It is one of the most thriving of the towns in the surrounding section and it is expected that the new bank will add much to the business industry of the place.

Asheville Citizen October 14, 1914

31

422.

CERTIFICATE OF INCORPORATION

OF

BANK OF WEST ASHEVILLE.

THIS IS TO CERTIFY, That we, the undersigned, do hereby associate ourselves into a corporation under and by virtue of the laws of the State of North Carolina, as contained in Chapter 21 of the Revisal of 1905, entitled "Corporations" and the several amendments thereto, and do severally agree to take the number of shares of capital stock in the said corporation set opposite our respective names, and to that end do hereby set forth:

1. The name of this corporation is BANK OF WEST ASHEVILLE.

2. The location of the principal office of the corporation in this state is at No. Street, in the CiTy of Asheville, County of Buncombe; but it may have one or more branch offices and places of business out of the State of North Carolina, as well as in said state.

3. The objects for which this corporation is formed are as follows:

(a) General Banking Business.

And in order properly to prosecute the objects and purposes above set forth, the corporation shall have full power and authority to purchase, lease and otherwise acquire, hold, mortgage, convey and otherwise dispose of all kinds of property, both real and personal, both in this state and in all other states, territories and dependencies of the United States; to purphase the business, good-will and all other property of any individual, firm or corporation as a going concern, and to assume all its debts, contracts and obligations, provided said business is authorized by the powers contained herein; to construct, equip and maintain buildings, works, factories and plants; to install, maintain and operate all kinds of machinery and appliances, to operate same by hand, steam, water, electric or other motive power, and generally to perform all acts which may be deemed necessary or expedient for the proper and successful prosecution of the objects and purposes for which the corporation is created.

4. The total authorized capital stock of this corporation is twenty-five thousand ($25,000.00) dollars, divided into Two hundred & fifty shares of the par value of One Hundred ($100) dollars each; but the corporation may organize and begin business when fifteen thousand ($15000.00) dollars of the capital stock, composed of one hundred & fifty shares, shall have been subscribed for.

5. The names and post office addresses of the subscribers for stock, and the

38

number of shares subscribed for by each, the aggregate of which being the amount of capital stock with which the company will commence business, are as follows:-

Name.	Post office address.	No. of shares.
A. H. Miller	Greer, S. C.	100
S. V. Miller	Greer, S. C.	20
E. A. Wood	Clyde, N. C.	10
L. G. Miller	Duncan, N. C.	20

6. The period of existence of this corporation is limited to sixty years.

7. THe board of directors oF this corporation shall have power, by vote of a majority of all the directors, and without the assent or vote of the stockholders to make, alter, amend anD rescind the by-laws of this corporation.

In testimony whereof, We have hereunto set our hands and affixed our seals, this the 23 day of September, A.D. 1914.

A. H. Miller seal
S. V. Miller seal
E. A. Wood seal
L. G. Miller seal.

Signed, sealed and delivered in the presence of

L. J. Green---- Witness.

State of North Carolina, :
: ss.
County of Greenville. :

This is to certify that on this 23 day of Sept. A.D. 1914, before me, a notary public personally appeared A. H. Miller, S.V. Miller, E.A.Wood & L.G.Miller, who, I am satisfied, are the persons named in and who executed the foregoing certificate of incorporation of Bank of West Asheville and I having first made known to them the contents thereof, they did each acknowledge that they signed, sealed and delivered the same as their voluntary act and deed, for the uses and purposes therein expressed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal this the 23 day of Sept. A.D. 1914.

(Notarial Seal) B. A. Bennett
My commission expires at the pleasure of Gov. S.C.

Filed Sep. 26, 1914.

J. Bryan Grimes, Sec. of State.

STATE OF NORTH CAROLINA.

DEPARTMENT OF STATE.

I, J. Bryan Grimes, Secretary of State ofthe State of North Carolina, do hereby certify the foregoing and attached (three (3) sheets) to be a true copy of

39

the Certificate of IncorPoration of Bank of West Asheville , and the probates thereon as the same is taken from and compared with the original filed in this office on the 26 day of Sept. A.D. 1914.

In Witness Whereof, I have hereunto set my hand and affixed my official seal.

Done in office at Raleigh, this 26 day of Sept. in the year of our Lord 1914.

(Official Seal) J. Bryan Grimes,

Secretary of State.

Received and recorded this the 20th day of November, 1914.

REPORT OF THE CONDITION OF

The Bank of West Asheville

AT WEST ASHEVILLE, IN THE STATE OF NORTH CAROLINA, AT THE CLOSE OF BUSINESS, MARCH 7, 1916.

RESOURCES.

Loans and discounts	$23,212.66
Overdrafts secured, none; unsecured, none	None.
United States bonds on hand	None.
North Carolina state bonds	None.
All other stocks, bonds and mortgages	None.
Premiums on bonds	None.
Banking houses, none; furniture and fixtures, $1,513.94	1,513.94
All other real estate owned	None.
Demand loans	18,000.00
Due from National banks	1,047.23
Due from state banks and bankers	3,305.91
Cash items	93.23
Gold coin	140.00
Silver coin, including all minor coin currency	168.34
National bank notes and other U. S. notes	1,198.00
Stationery account	332.00
Total	$49,011.31

LIABILITIES.

Capital stock paid in	$10,000.00
Surplus fund	None.
Undivided profits, less current expenses and taxes paid	163.13
Dividends unpaid	None.
Notes and bills rediscounted	None.
Bills payable	None.
Deposits subject to check	32,994.83
Demand certificates of deposit	None.
Time certificates of deposit	2,355.00
Savings deposits	3,394.55
Due to banks and bankers	None.
Cashier's checks outstanding	103.80
Certified checks	None.
Accrued interest due depositors	None.
Total	$49,011.31

STATE OF NORTH CAROLINA,
County of Buncombe, ss:

I, H. B. POSEY, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

H. B. POSEY, Cashier.

Correct—Attest:

G. D. CARTER,
J. C. PENLAND,
J. G. ANDERSON,
Directors.

Subscribed and sworn to before me, this 17th day of March, 1916.

WALLACE B. DAVIS,
Notary Public.

My commission expires July 30, 1917.

Asheville Citizen Mar. 22, 1916

Statement of the Condition of the

BANK OF WEST ASHEVILLE

At the Close of Business May 1st, 1916.

Resources		*Liabilities*	
Loans and Discounts	$ 29,583.79	Capital Stock	$ 10,000.00
Furniture and Fixtures	1,513.94	Undivided Profits	320.63
Overdrafts	159.88	Bills Payable	NONE
Stationery Account	332.00	Rediscounts	NONE
Demand Loans	70,000.00	Deposits	120,705.85
Cash and due from Banks	29,436.87		
	131,026.48		131,026.48

Began Business November 25, 1914.

Officers

G. D. CARTER, President. J. G. ANDERSON, Vice-President.

H. B. POSEY, Cashier.

Directors

Dr. A. E. Brown J. C. Rowland P. L. Nicholson

M. L. Maney G. D. Carter H. B. Posey

4% INTEREST PAID ON SAVINGS ACCOUNTS AND TIME CERTIFICATES

Asheville Times May 8, 1916

WEST ASHEVILLE BANK OFFICERS ARE NAMED

Net Earningsof 15 Per Cent Reported For Past Year

At a meeting of the stockholders of the Bank of West Asheville Thursday night officers and directors were elected and a report was made on the progress of the institution for the past year that was gratifying to the officers and holders of stock. The officials chosen are G. D. Carter, president; Dr. J. G. Anderson, vice president; H. B. Posey, cashier.

The directors are M. L. Maney, J. W. Cowan, J. C. Penland, R. M. Wells, Dr. J. G. Anderson, G. D. Carter, G. H. Shider, A. E. Brown and H. B. Posey.

Cashier Posey reported net earnings of 15 per cent in the past year and that deposits are fourfold larger than a year ago. A semi-annual dividend of three per cent was declared.

Asheville Citizen January 5, 1917

The Bank of West Asheville

A SPLENDID INSTITUTION

CAPITAL $10,000.00

Surplus and Undivided Profits $11,267.56

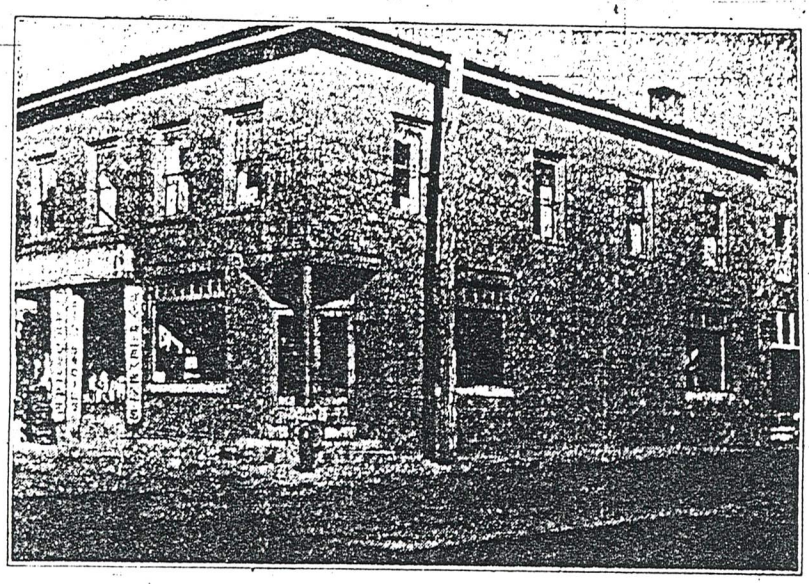
DEPOSITS $203,488.39

OFFICERS and DIRECTORS:

G. D. CARTER, President
M. L. MANEY
DR. A. E. BROWN, D. D.
G. A. SHIEDER

DR. J. G. ANDERSON, Vice-President
JUDGE R. M. WELLS
JNO. A. GROVES
H. B. POSEY, Cashier

Asheville Times December 13, 1922



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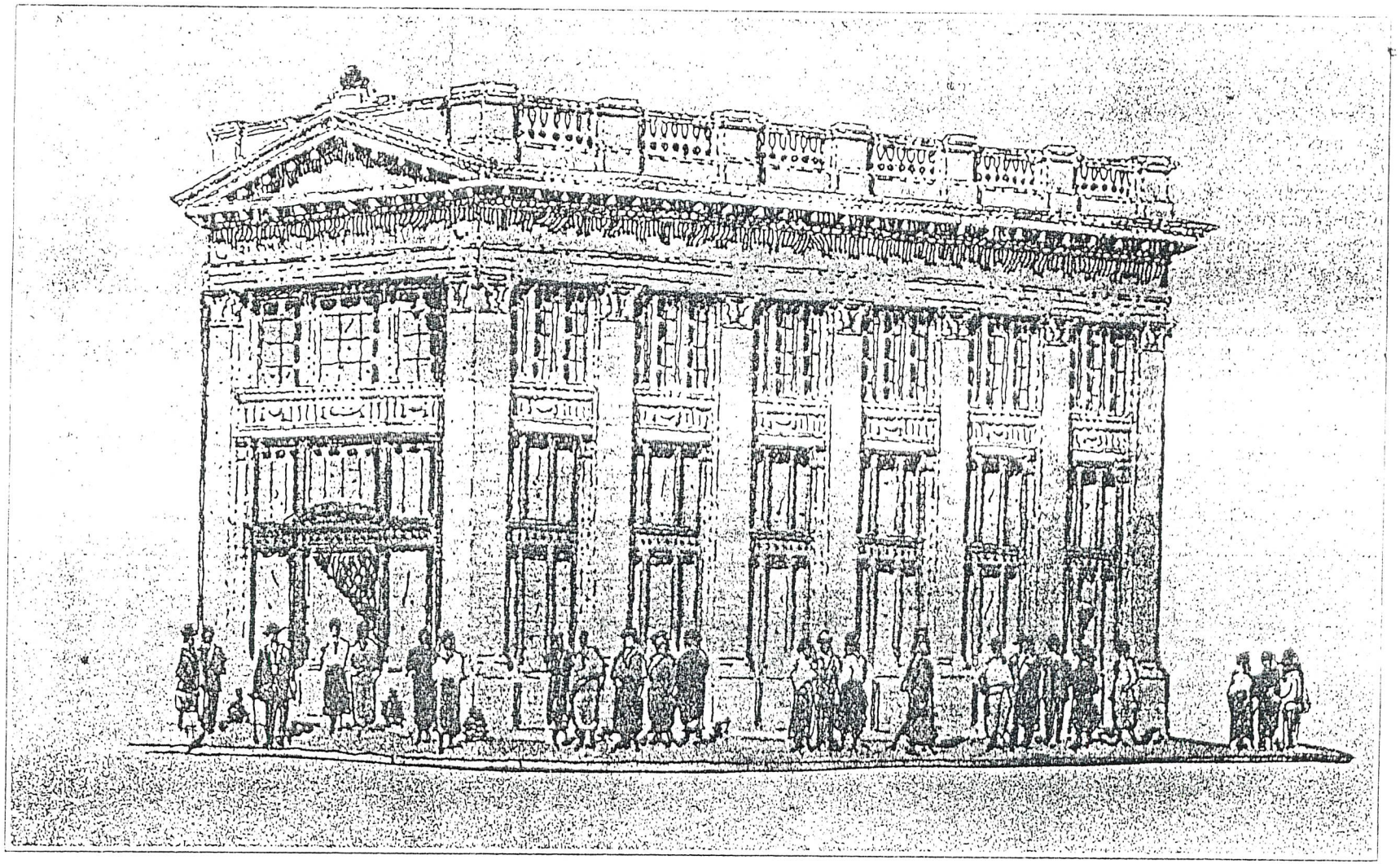
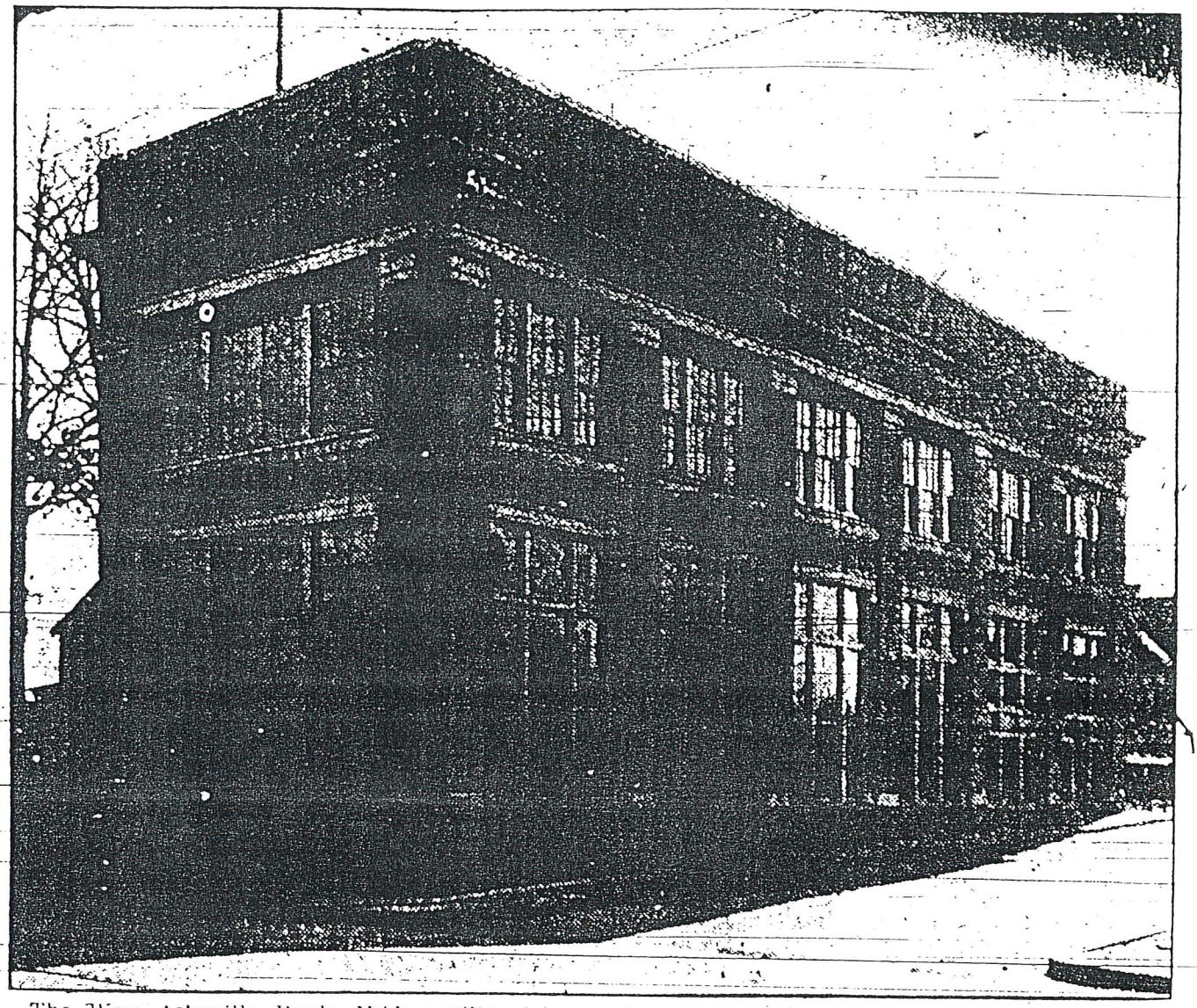


The New Home of the Bank of West Asheville

"The Southern Tourist" magazine March, 1926

Celebrates 13th Anniversary November 25th



The West Asheville Bank, Friday will celebrate 13 years of continuous service to people of that community with a record which shows it has been keeping pace with the rapid growth of this thriving suburban city.

Asheville Citizen November 13, 1927

The New Banking Home
of the
Bank of West Asheville

was built for the convenience and protection of the people of West Asheville and neighboring communities.

A complete financial service is offered.

A cordial invitation is extended to all who may choose to bank with us.

Safety Deposit Boxes for your Valuable Papers.

Bank of West Asheville

Hours 9 to 4

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

Ewart M. Ball Photographic Collection
N1439
West Asheville Bank
Haywood Road at Richmond Avenue

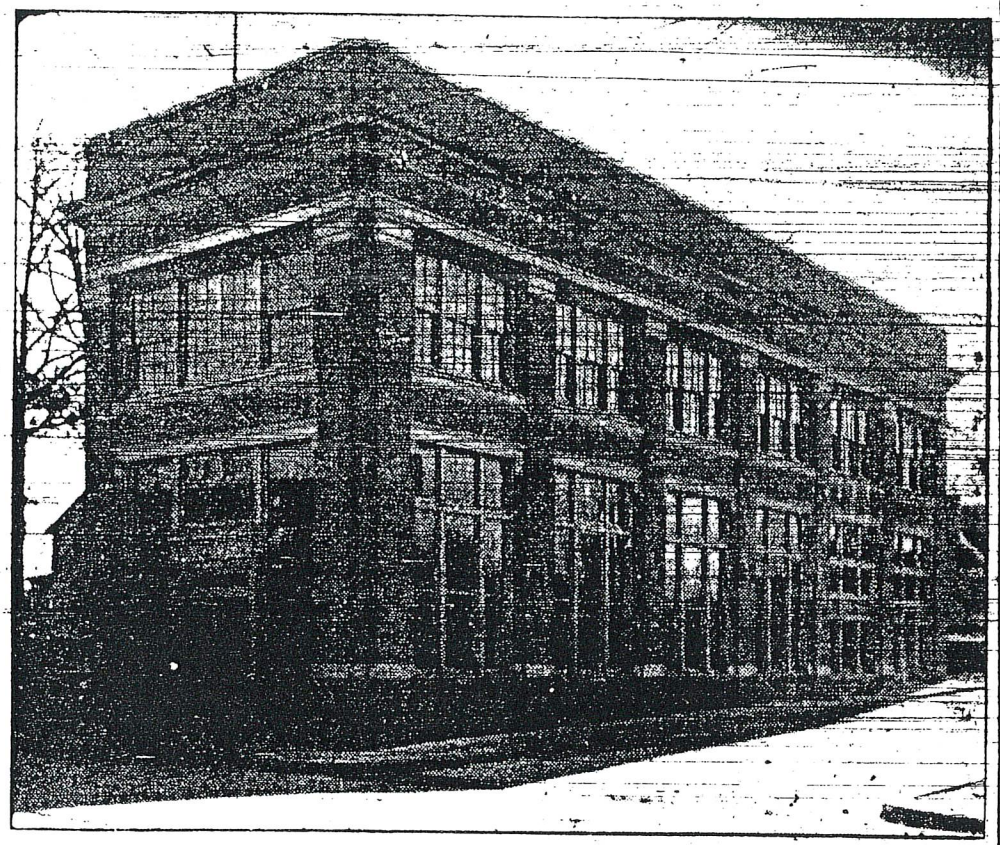
Bank of West Asheville, 414 Haywood Road, late 20s or early 30s. Corner of Haywood Road and Richmond Avenue.

Ewart M. Ball Photographic Collection
N1440
West Asheville Bank Interior

WELCOME

Noble H. B. Posey

OASIS TEMPLE



BANK OF WEST ASHEVILLE

H. B. POSEY—Cashier.

Asheville Citizen September 13, 1928

WEST ASHEVILLE BANK GROWING

H. B. Posey Is Credited With Good Showing Of Institution

H. B. Posey, cashier of the Bank of West Asheville, is the guiding spirit of the financial institution "across the river." Its growth has been remarkable, and regular dividends of 10 per cent have been paid for several years.

G. D. Carter is the president; Dr. J. G. Anderson, vice president; Mr. Posey, cashier, and Mrs. Fannie C. Posey, assistant cashier.

The directors are: Gallatin Roberts, M. L. Maney, Robert M. Wells, Dr. J. G. Anderson, G. A. Shieder, G. D. Carter, John A. Grobes, Mrs. W. E. Logan, J. S. Mardis and H. B. Posey.

Asheville Citizen February 18, 1928

WE ARE GROWING WITH WEST ASHEVILLE

OPEN FROM 9:00 TO 4:00 FOR YOUR CONVENIENCE

Courteous Progressive Safe

We solicit your business

THE BANK OF WEST ASHEVILLE

From "The Skylander", West Asheville School student publication, May, 1922

Report of the Condition of

The Bank of West Asheville

West Asheville, N. C.

At the Close of Business Dec. 31, 1928

RESOURCES		LIABILITIES	
Loans and Discounts	$540,754.28	Capital Stock	25,000.00
Stocks and Bonds	15,425.00	Surplus	23,000.00
Furniture and Fixtures	11,246.25	Undivided Profits	282.65
Other Real Estate	2,431.33	Reserve For Interest	1,000.00
Cash and Due From Banks	79,250.34	Reserved For Depreciation	3,000.00
		Dividend Declared	1,250.00
		Bills Payable	NONE
		Rediscount	NONE
		Deposits	595,574.55
	$649,107.20		$649,107.20

DEPOSITS DECEMBER 31st 1928 ..... $595,272.82
DEPOSITS DECEMBER 31st 1927 ..... 515,708.73

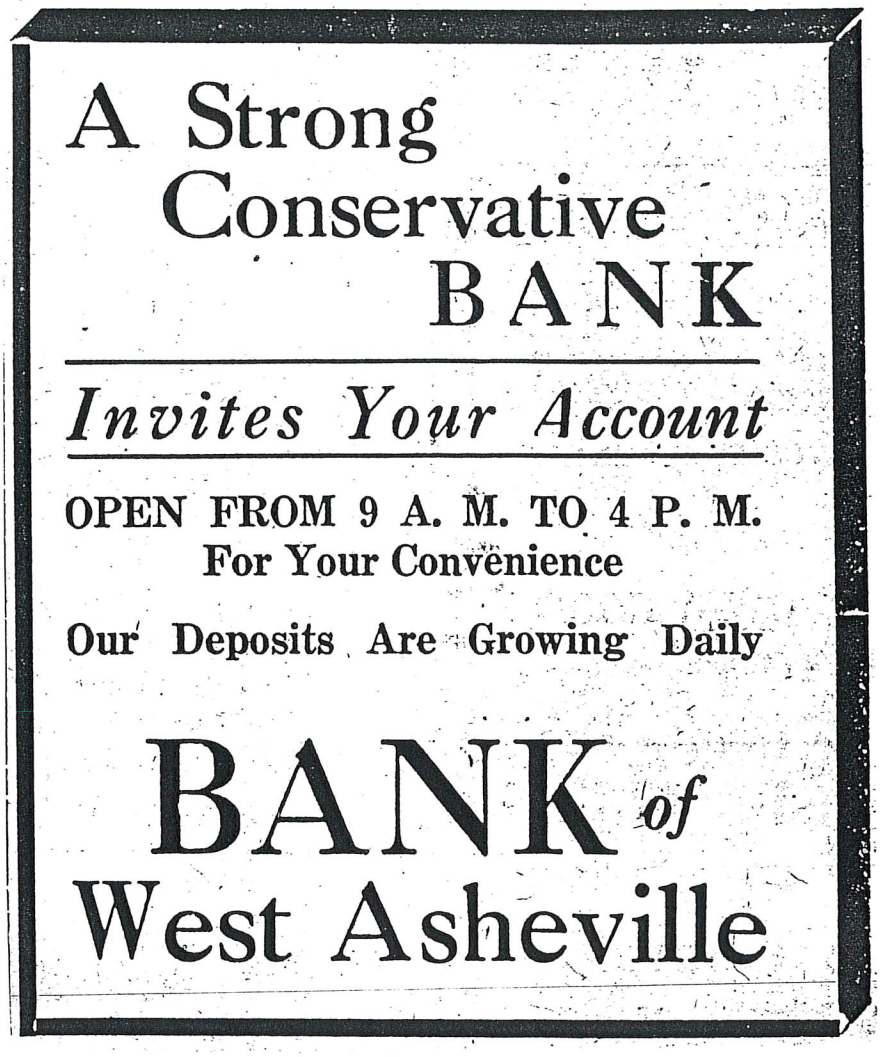
GAIN IN ONE YEAR ..... $ 79,564.09

OFFICERS	DIRECTORS	
G. D. CARTER, President	Hon. Gallatin Roberts	G. A. Shieder
J. G. ANDERSON, Vice-President	M. L. Maney	G. D. Carter
H. B. POSEY, Cashier	Judge R. M. Wells	John A. Groves
FANNIE C. POSEY, Asst. Cashier	Dr. J. G. Anderson	Mrs. W. E. Logan
		H. B. Posey

ON THE STRENGTH OF THE ABOVE STATEMENT, WE INVITE YOUR ACCOUNT

We are open from 9 a. m. to 4 p. m., and you are invited to take advantage of our longer banking day.

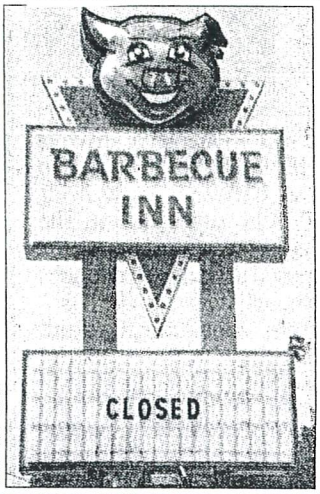
"Neighborly Banking on Our Side of the River"



Asheville Citizen December 5, 1930

Another iconic city restaurant closes

Barbecue Inn shuts down after 50-year run



BILL SANDERS/ WSANDERS@CITIZEN-TIMES.COM

The Barbecue Inn on Patton Avenue has closed after 50 years. The West Asheville institution was founded by Gus Kooles in 1961. Charlie Kooles, one of Gus' sons, sits in the restaurant's original dining room.

By Jason Sandford
JSANDFORD@CITIZEN-TIMES.COM

ASHEVILLE — Long before grits had to have jalapenos and cheese and collard greens became cool, places like the homey Barbecue Inn ruled the restaurant scene.

But a 50-year run ended over the weekend for the restaurant overlooking downtown from atop Patton Avenue, with its iced tea served in Mason jars and ice cream offered free to finish off a meal of eastern North Carolina-style barbecue.

The family-owned institution decided to close for good over the July Fourth weekend. Martha Kooles, who owns the restaurant with Woody and Chuck Kooles, on Tuesday cited recent economic hardships.

"Business was way down already," Martha Kooles said. "We knew it was going to be tough to make it through the winter."

The restaurant's closure followed word that Three Brothers, a family-owned restaurant dishing out plates full of spaghetti and spanakopita for 52 years in Asheville, had closed Friday.

The Zourzoukis family, who opened the restaurant at the corner of Montford Avenue and Haywood Street in April 1959, said second-generation owners wanted to spend more time with family.

The two restaurants opened in an era of Asheville dining vastly different from today. Roadside diners and traditional fare dominated then, while today, new twists on favorites likely greens and grits and locally sourced foods draw attention.

There's still plenty of good news on the Asheville restaurant scene. The Circle in the Square pizzeria and Green Sage Coffeehouse and Café are both preparing to open second locations, while Rocky's Hot Chicken

Please see CLOSE on A6

CLOSE: City restaurant scene changed in recent years

Continued from A1

Shack, which had been closed for about a year, reopened last week on Patton Avenue in West Asheville.

"I feel like the restaurant scene in Asheville has changed in the past 15 years, and as a restaurant, you have to move and grow and change to keep up," said Gabe Fore, who owns New Restaurant Logic, a restaurant consulting business.

"You don't have to change your whole menu or concept, but you do have to keep it fresh and keep the community aware of what you're doing," Fore said. Restaurants that do more than one thing well, such as serve great cocktails as well as tasty food, also do well in Asheville, he said.

Little changed over the years at the Barbecue Inn, whose owners considered its tradition of consistent eastern Carolina pit-cooked barbecue its biggest selling point.

Gus Kooles spent a summer in Goldsboro learning the barbecue business before opening the Barbecue Inn at 1341 Patton Ave. near the intersection with Haywood Road.

The eatery, with its tender pork, hushpuppies, vinegar-based sauce and eclectic collection of decorative pigs, drew raves from diners and repeat business from families.

The pig collection started when Gus Kooles offered a free meal to anyone who brought him a unique pig. Hundreds poured in, and the restaurant walls are rimmed with shelves of all kinds of pigs fashioned from ceramic, metal and even jade.

"I have fond memories of family dinners there," said Asheville resident Hunter Goosman. "When we would go out Patton Avenue, starting up the hill there were two restaurants out there and the Barbecue Inn was one of them."

Martha Kooles emphasized her family's appreciation for the community's support over the decades and said she was proud of the service the family provided.

"We are going to fall back and regroup," she said.

"We are taking some time off to enjoy family."

RECENT CLOSURES

Some of the restaurants that have closed recently in Asheville include:

- Chameleon Soul Food.
- China Palace.
- The Fiddlin' Pig.
- The Flying Frog.
- La Paz.
- New French Bar.
- Sadie's Seafood.
- Southside Café.
- Steak & Wine.

Asheville Citizen-Times July 6, 2011

Ewart M. Ball Photographic Collection
N1281
Barker's Department Store
Haywood Road, now Half Circle B. Co.

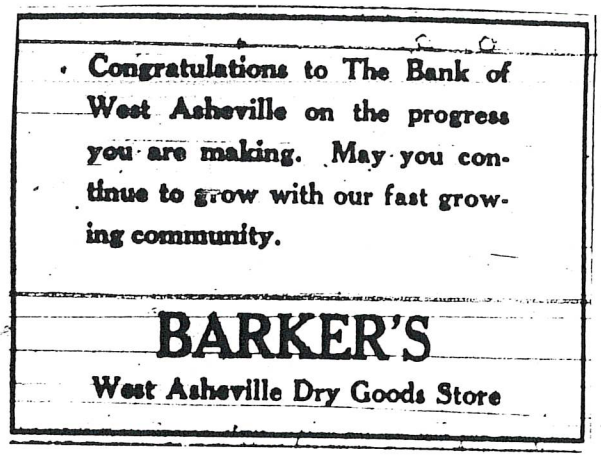
Barker's Department Store, 462 Haywood Road.
corner of Haywood Road and Hanover St.

BARKER'S

495 Haywood Road

West Asheville's
Favorite Trading Place
Dry Goods, Shoes, Men's and
Ladies' Furnishings,
Ready-to-Wear and Clothing
Away From the
Congested, Crowded District
Our Expenses Are Less
Our Service Better
Our Prices Cheaper

Of West Asheville
and
For West Asheville



Asheville Citizen December 31, 1926

BARKER'S

DRY GOODS, SHOES, MEN'S AND LADIES
READY-TO-WEAR

Our Expenses Are Less Wel Sell For Cash

495 HAYWOOD ROAD

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

BARKER'S STORE IS DOLLS' HOME

West Asheville Girls Are Invited To Attend The Plaza Party

For convenience and to take care of a rapidly increasing membership in the new Doll Society, The Asheville Citizen yesterday opened a new doll headquarters for West Asheville girls at Barker's Department Store, 462 Haywood road, like the headquarters at the Susquehanna Furniture company, 15 Broadway, the Middlemount Gardens, 38 Haywood street, Miss Cruise's Beauty Shop at 23 Haywood street, and Mooneyham's Drug Store at Woodfin. Barker's was a busy place yesterday, especially after school hours, even if the weather man did deliver a showery day.

With all the other little girls in Western North Carolina and Asheville, the girls living in West Asheville have been extended a cordial invitation to attend The Citizen's big doll party to be held in the Plaza theater on Pack Square Saturday morning, beginning at 10 o'clock. The party will last a whole hour and everything will be free, including a special picture in which Harold Lloyd, the funny man of the movies, will entertain the guests, and ice cream will be served.

Asheville Citizen November 1, 1929

BARKER'S
WEST ASHEVILLE'S COMMUNITY
DEPARTMENT STORE

West Asheville Presbyterian Church Directory 1933

W. E. BARKER IS DEAD FUNERAL SET FOR TODAY

Department Store Owner Dies After Long Illness

W. E. Barker, 50, owner of Barker's department store in West Asheville, died at 5:30 o'clock yesterday afternoon in an Asheville hospital after an illness of six months.

He had been in business here for the past 10 years. He was a past master of Granite lodge No. 322, A. F. and A. M., of Mt. Airy, N. C., past patron of Asheville lodge No. 191, Order of Eastern Star; a member of West Asheville lodge No. 665, A. F., and A. M., and the West Asheville club.

He is survived by his widow, two children, Jean Frances and Marion Woodward Barker; his father; and three sisters, Mrs. Harry Boyd and Mrs. Marshall Fowler, of Mt. Airy, and Mrs. Russell Gilbert, of Baltimore, Md.

Funeral services will be conducted at 5 o'clock this afternoon at West Asheville Methodist church with the Rev. J. S. Hiatt, the Rev. [illegible] Davis and the Rev. Carlock Hawk officiating. Interment will be in Green Hills cemetery.

Active pallbearers will be H. B. Posey, Dr. G. A. Shieder, C. B. Anderson, Henry Mitchell, H. C. Caldwell and Charles F. Hyatt. Honorary pallbearers will be J. [illegible] H. Rosser, Merton Roberson, Dr. D. B. Buck, Jr., Dr. Charles Gaskins, John A. Ford, Ray Woody, Cole Woody, Jack Fortune, C. B. Mallonnee, J. H. Ruble, Bert Starnes and J. H. Parris.

A quartet from West Asheville Methodist church will sing. Flower girls will be members of the Eastern Star.

Dunn-Groce undertakers are in charge.

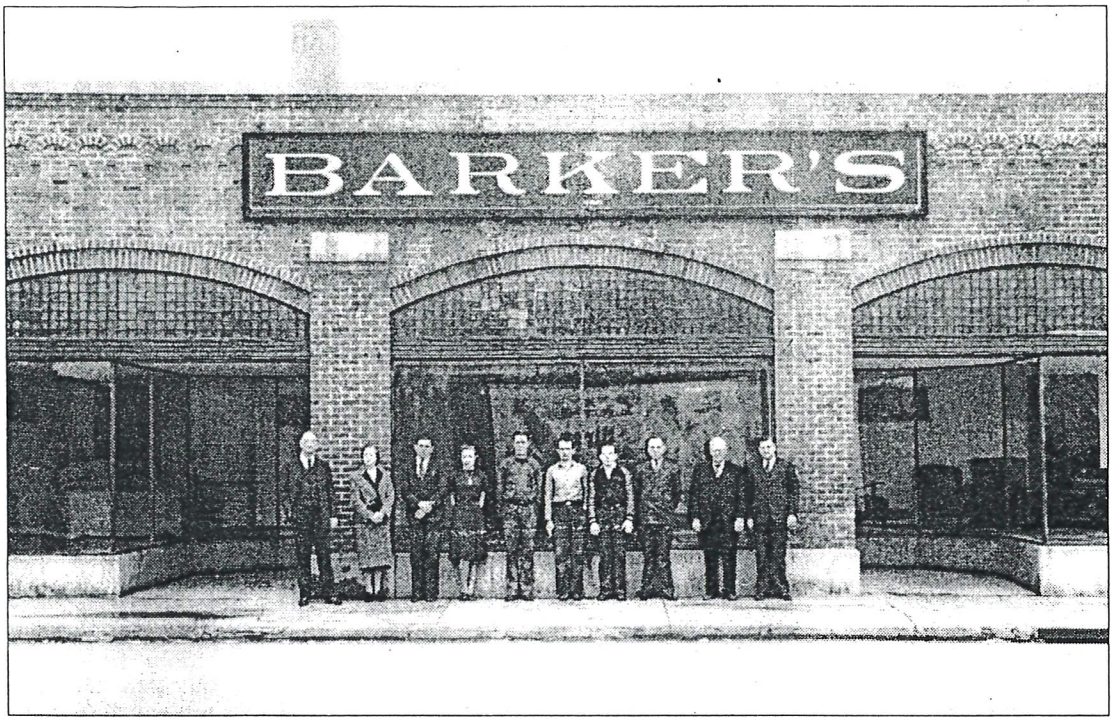
Asheville Citizen July 23, 1934

BARKER'S, Inc.

CHAS. F. HIMES, Mgr.

Haywood Road Phone 2487

PICTURING OUR PAST



EWART M. BALL COLLECTION, RAMSEY LIBRARY, SPECIAL COLLECTIONS, UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

"West Asheville Revealed: Contemporary and Historic Photos" is the title of an exhibit that opens to the public Friday in the Mel Blowers Gallery at Ramsey Library, UNCA. It is one of the products of the West Asheville History Project sponsored by West Asheville Branch Library and funded in part by the N.C. Humanities Council. The photos present a varied portrait of a community whose history endures in many of its structures and in its neighborhoods.
Above, the nine Barker Department Store employees, captured in the 1930s photo by Ewart M. Ball Sr., represents one of West Asheville's strengths – independently owned businesses with a concentration along Haywood Road. The Barker building has become B&B Pharmacy.
Below, Lissa Juedemann's contemporary photo of Meadow Dry Goods & Shoes tells two stories. The business, established by Nanny Thomas, and the building, built by her husband in 1949, operates unchanged; but, around it, the environment has been altered by modern highway construction. The exhibit will be on display free and open to the public through July 14. For more information, call 251-4990.

Meadows Dry Goods, 474 Haywood Road. **Lissa Juedemann**/SPECIAL TO THE CITIZEN-TIMES

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West Asheville, N. C.

Calvary Baptist Church Directory 1926

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on U. S. 19 and 23
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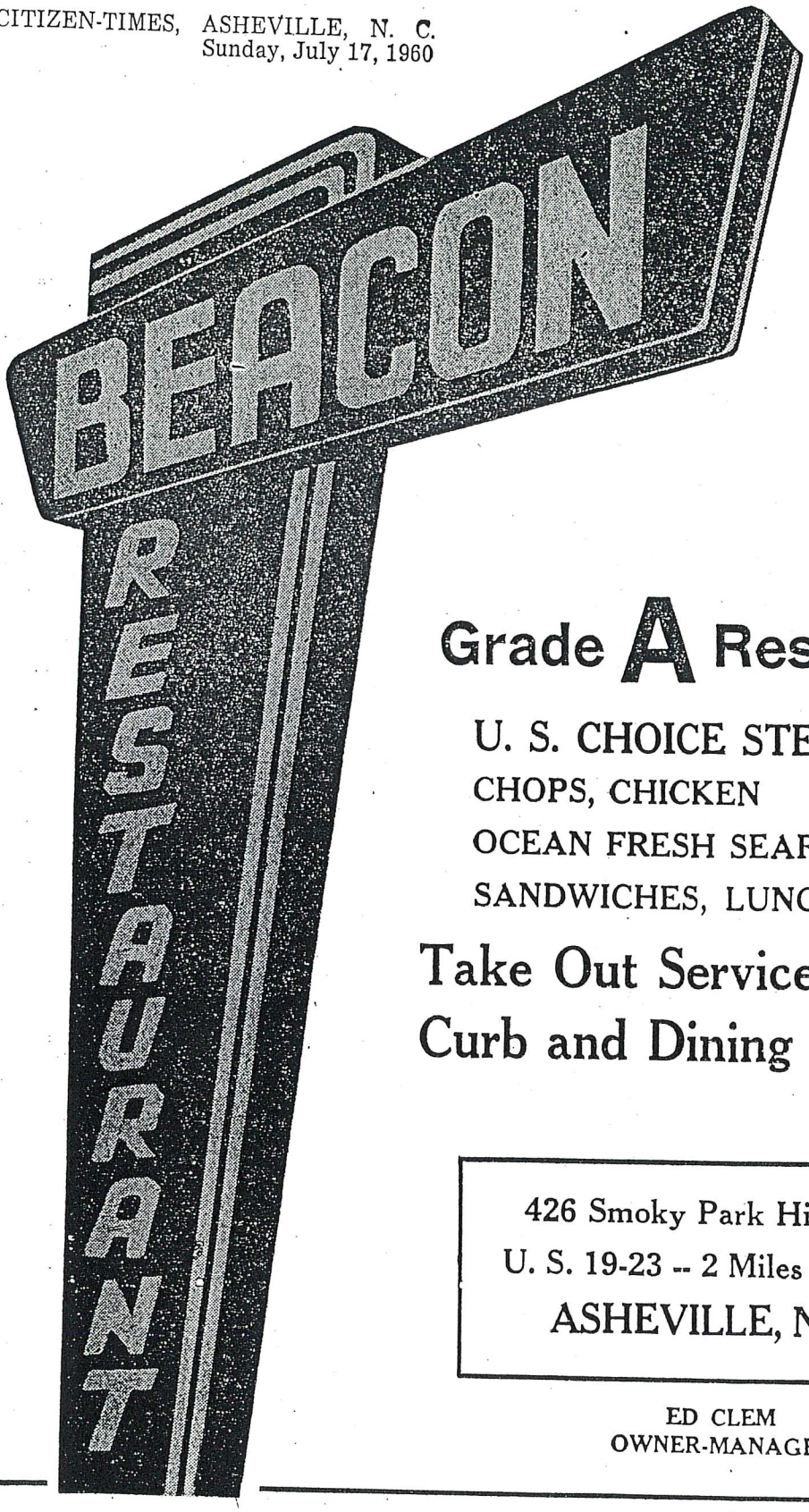
SPECIALIZING IN HOME MADE PIES
Curb Service — Dining Room
Sandwiches — Steaks — Chops — Chicken

From *"The Emmatonian"*, Emma High School annual, 1954

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Sunday, July 17, 1960



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Bruce Emory
Research

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RAISING HELEN (PG-13) DIG (100 420) 730 1015
SHREK 2 (PG) DIG (1150 210 430) 700 920
UA BEAUCATCHER 7 298-1234
S Tunnel Rd at US 74 800-FANDANGO 591#
SHREK 2 (PG) (1150 210 430) 720 940
HARRY POTTER: PRISONER OF AZKABAN (PG) DIG (1210 340) 650 1000
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ry and a clean, broad fruit-filled

What do you know about your joe?

???

Do you care if your coffee is organic or fair trade?

"I try to get anything organic because it's organic. I just like a cup of coffee, to tell you the truth. As long as it's not decaf."
— Jennifer Webb, 31, drinking organic Guatemalan at Malaprop's

"I don't mind organic coffees. Taste, flavor — that's what I'm looking for."
— Kevin Morrisson, 48, drinking home-brewed Maxwell House

"Yes (but) if I need a cup of coffee and they don't have it I'll still get a cup of coffee."
— Amy Cavanaugh, 34, drinking organic Mexican at Blue Moon

"I never specifically look for it, but most of the places I go seem to have it."
— Joe Pisapia, 35, drinking Sumatran at Beanstreets

"No. We just drink it."
— Luke Wooten, 51, drinking decaf with a friend at True Confections in the Grove Arcade

Get to the bottom of your cup

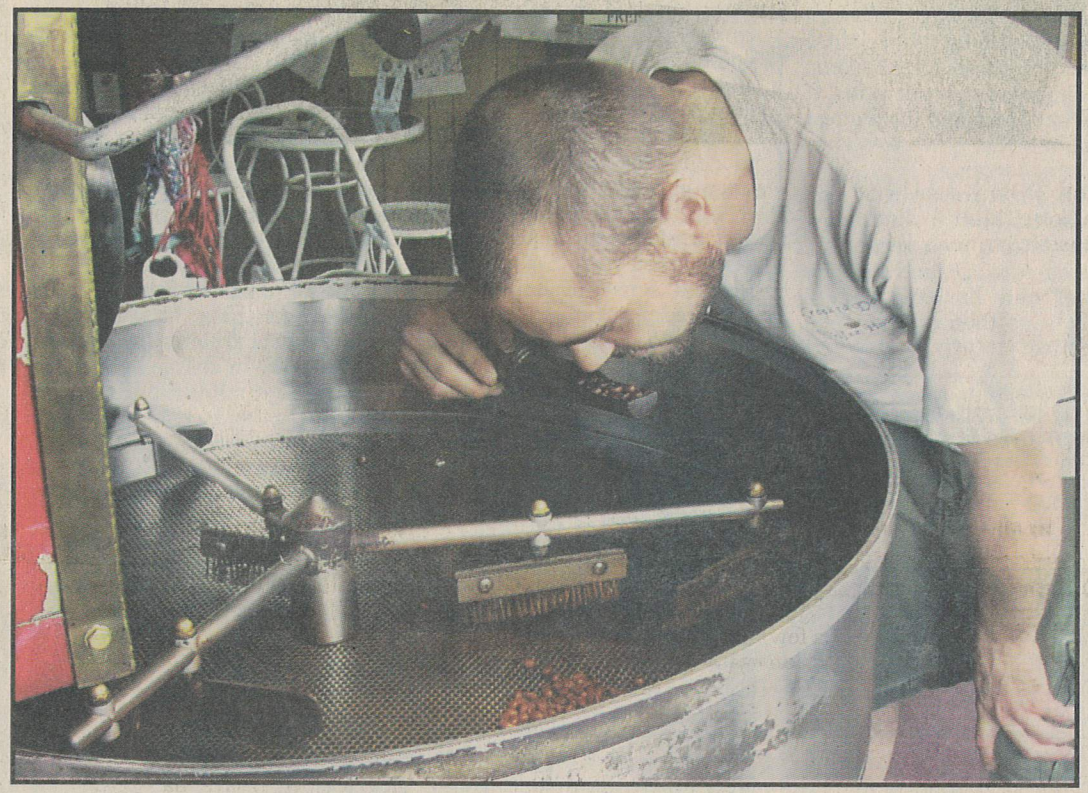
By Jill Ingram
STAFF WRITER

ASHEVILLE — We drink it every day, but a lot of us don't know beans about our coffee.

"I've had people ask me for organic coffee and then say, 'I don't know what that is anyway,'" says Rachel Sanders, 23, barrista and manager at Mountain City Coffee Roasters in Asheville's Grove Arcade.

The coffee game has gotten more complicated in the past few years, with choices of organic, fairly traded and shade-grown coffee. Many stores, restaurants and coffeehouses in Western North Carolina deliver on choices of all three — sometimes in a single serving — but what does that mean to you? Read on to see what's up in your cup.

ON THE NET: For more information on fair-trade coffee, visit these sites: **http://transfairusa.org/** or **www.equalexchange.com**



Jill Ingram/STAFF PHOTOGRAPHER

Eli Ornberg, a roaster at Bean Werks in West Asheville, checks an espresso blend before he dumps it from the roaster.

What's it all mean?

Fair trade

Promotes equitable, nonexploitative dealings with producers in developing countries. Fair trade principles stress minimum prices; credit availability; and stable, long-term business relationships directly with farmer cooperatives, avoiding intermediaries or middlemen. Fair trade certification can also apply to tea, chocolate and other foods. TransFair USA is the body responsible for designating vendors fair-trade-certified.

Organic

Produced by an approach that views the farm as an ecosystem. Emphasis is placed on recycling, composting, soil health and biological activity with the goal of long-term protection of the farm environment. Synthetic chemicals are rigorously avoided.
In accordance with the 1990 Organic Foods Production Act, the U.S. Department of Agriculture is standardizing the use of the label "organic." Organically grown coffee is not necessarily shade-grown, but it usually is.

Shade-grown

Generally refers to coffee grown under a natural canopy and to farming practices nearer the "rustic" end of the shade spectrum, but for now is pretty much whatever the seller says it is. A number of organizations are working to establish a standard, enforceable label. Bird conservationists in particular are interested in shade coffee. Depending on the species of shade trees used and the structure of the tree cover, anywhere from a few to scores of resident and migratory bird species will use Latin American and Caribbean coffee farms for food and cover.

Source: http://www.geocities.com/RainForest/Canopy/1290/basics.html; http://transfairusa.org

Did you know?

- The Asheville Sam's Club consistently ranks in the top 5 of the store's 535 U.S. outlets in sales of Café Bom Dia brand organic coffee.
- Churches, including some locally, sell and serve fair trade coffees to promote better conditions for coffee farmers.
- There are two primary categories of coffee: robusta and arabica. Robusta is considered inferior and is often used for instant coffee and in supermarket-grade blends, but the caffeine content of robusta beans is about twice that of arabica.
- Coffee plants typically grow in regions that are within 25 degrees of either side of the equator and that receive at least 75 inches of rain fall per year.
- There are four businesses in Asheville that roast coffee: Mountain City Roasters, Bean Werks, Asheville Coffee Roasters and Biltmore Coffee Traders.
- Coffee beans are really seeds or pits of the fruit called coffee cherries.

Source: http://gardfoods.com/coffee/; http://www.geocities.com/RainForest/Canopy/1290/basics.html; Sam's Club; equalexchange.com; http://www.nwlink.com/~donclark/java/world.h

Web Extra
CITIZEN-TIMES.com

Check out **CITIZEN-TIMES.com** to get instructions on how to brew the perfect cup of coffee

Bledsoe Building Will Open To Public Today

Beautiful West Asheville Building Ready For Occupancy

The opening of the beautiful new Bledsoe building today in West Asheville sees the final dream of its builder, J. T. Bledsoe fulfilled. This huge building covers the better part of a large city block and with its completion, West Asheville can well afford to boast of one of the finest structures both from the point of building materials and general layout, to be found any where in this section of the country.

The completion of the Bledsoe building marks one more progressive step in the affairs of the J. T. Bledsoe company, of which J. T. Bledsoe and W. T. Robinson are owners. In addition to the larger holdings of this company such as the new $100,000 building they have also developed Gracelynn, Lucerne Park, a short distance from the new building is three years old and to date has been sold 60 per cent. Beautiful Broadview Park, two miles east of Biltmore is also owned by the Bledsoe company. In addition to extensive Beaver Lake interests this company also owns the Elk Mountain Orcards, consisting of 16,000 trees. The completion of the Bledsoe building is quite a fitting culmination of 23 years in the active real estate field.

The building is located at the junction of Sand Hill road, Vermont, Mildred and Haywood road. It runs east and west standing back 12 feet from the sidewalk with four marquees fronting on Haywood the structure is quite an addition to the community of West Asheville. It also presents the only "white way" in that section of the city. Located only one block from the carline it is according to the census report in the center of population of West Asheville.

Mr. Bledsoe, of the J. T. Bledsoe company, has shown his faith in the future development of this part of the city in very concrete form. Figures and facts, however, admirably bear out his assertion that in West Asheville is to be found a large portion of this sections future growth. The opening of the Bledsoe building today will recall to "old timers" that there was little if any West Asheville 23 years ago. Today West Asheville can boast a population of 15,000 people and bears the added distinction of having grown more in the past three years than any city in North Carolina. Mr. Bledsoe stated that in his opinion the population should double in five years. The new Bledsoe building will help materially in the present as well as future growth of this part of the city.

At present there are two stores in the Bledsoe Building. The Carolina Power and Light Company have opened a large West Asheville branch and H. Pumpford and Son, plumbing and hardware have established a modern plumbing store in an opposite wing. Mr. J. T. Bledsoe stated Friday that he is about to close leases on three more stores which will be announced at an early date. D. W. Smith Realty Co., are Bledsoe and Company's agents representing them in the new building.

Only the best of material was used in the Bledsoe building. A total of 800,000 brick was used, and every wall is constructed of 13 inches of solid brick and stone. Every fourth wall has a 17 inch fire wall. A beautiful porch runs in the rear of the structure with three stairways leading to the street. The roof is finished in Barrett roofing specification.

There are eight large and spacious stores, seven fronting directly on Haywood street, while one is on Mildred Ave. There are 47 rooms on the second floor among which are office spaces as well as well planned apartments. Provision has been made for a hotel plan as 22 of these rooms work into one section of the building with communicating hall ways. Complete skylight and ventilating is carried out all over the building. The bath rooms are all of tile with the most modern of accessories. Four wide stair ways lead to the front of the building and three to the rear.

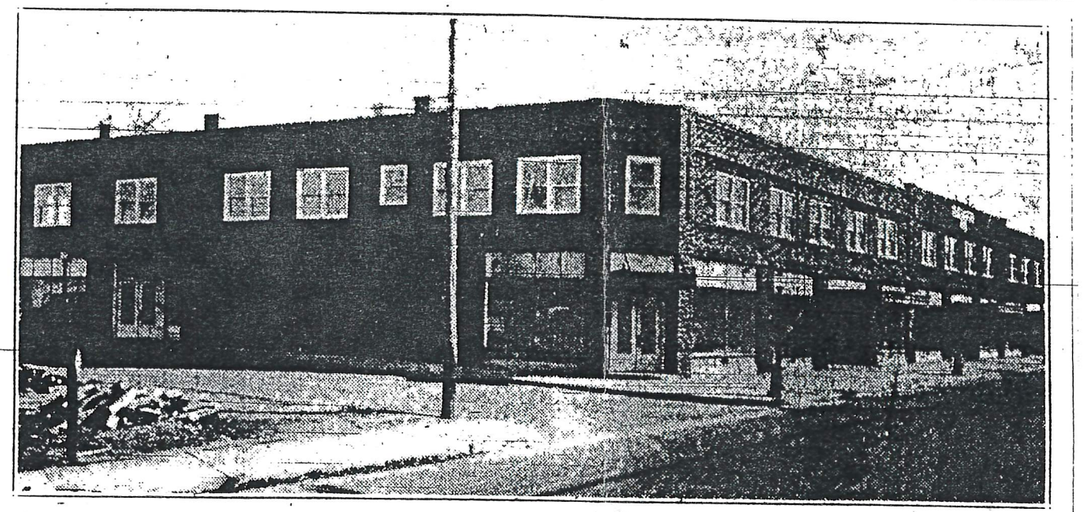
A fact possibly not arrived at by the average laymen is that if this new Bledsoe Building were picked up and stood on its side, it would be 16 stories high, taller in fact than either the Jackson building or the Flatiron building.

The heating of this large building is the most up to date available. The stores are heated with a train unit electric heating system. An electric heater and motor provides uniform heat for every part of each store. No cold corners are possible under this new system. The central heating unit was installed by the Kindler Heating and Plumbing Co., of this city and is provided with an extra tall chimney thus affording a guarantee of cleanliness insofar as smoke and soot is concerned for that part of West Asheville. The chimney itself is 70 feet in height.

Sash and door furnishings were provided by L. A. Trumbo and Son, of Biltmore. Paints and varnishes were supplied by Palmer and Lipe Co., 82 Patton Avenue. Electrical supplies by Marian B. Hayes. Steel and beams by Sternberg and Co., of Asheville; inside trimmings by the Biltmore Lumber Co. The Carr Lumber Co., located at Mt. Pisgah N. C., supplied the beautiful hardwood floors; sand and materials by George Henderson; stone by Asheville Construction Co.

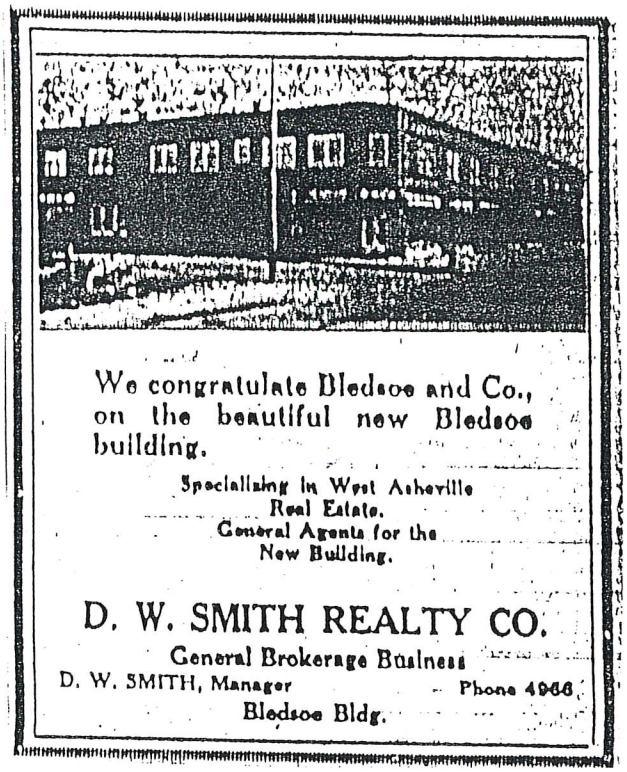
The large heating plant to the rear of the building was sold from the Kindler plumbing and heating company and is one of the largest of its kind. Polk Plumbing Co., installed the plumbing job. Brick and materials from W. H. Westall, W. H. Arthur Company, local manufacturers and contractors furnished approximately 130 squares of metal roofing together with 130 squares of metal ceiling for the new Bledsoe Building. In addition to this, several skylights, furnishing remarkable ventilation were installed and manufactured by this local concern. The four marquees for the 8 large store fronts were also placed and made by W. H. Arthur Co. The skylights, as personal inspection will bear out, present unusually fine ventilation and light, so that there is no part of the big building that is not cared for in this respect. The "white way" which, incidentally is the only one in West Asheville is set to a fine degree by these large marquees.

Another Pretentious Structure For West Asheville



Bledsoe Building, West Asheville's latest structure, will have its formal opening today from 10 o'clock to 6 o'clock and the public is cordially invited to inspect this modern and complete new edifice.

Asheville Times October 17, 1951



We congratulate Bledsoe and Co., on the beautiful new Bledsoe building.

Specializing in West Asheville Real Estate.
General Agents for the New Building.

D. W. SMITH REALTY CO.

General Brokerage Business

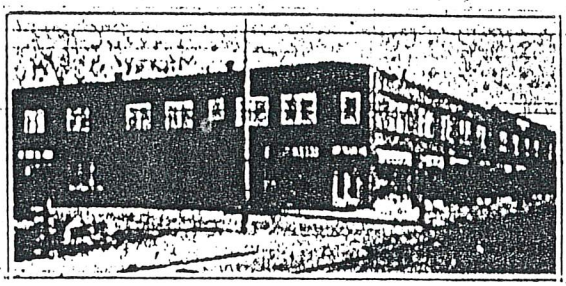
D. W. SMITH, Manager — Phone 4966

Bledsoe Bldg.

Asheville Citizen November 17, 1927

Presenting the Bledsoe Building

Open for Inspection TODAY 10 A. M. to 6 P. M.



Open for Inspection TODAY 10 A. M. to 6 P. M.

We take pleasure and pride in presenting to the public of Asheville, THE BLEDSOE BUILDING, which has just been completed on the Haywood road, at the intersection of Mildred avenue, and wish to call attention to the facilities and equipment of this structure, which is now available for lease.

This handsome building, fronting 168 feet on Haywood road, with a depth and frontage of 90 feet on Mildred avenue, comprises eight store rooms, and 47 office and apartment rooms overhead.

Two of these business rooms have been already leased and several more are under negotiation.

The D. W. Smith Realty Company, with offices on the second floor, have been appointed our agents and representatives for this building.

THE BLEDSOE BUILDING is one of the most modern and complete structures of its kind in North Carolina. A separate heating plant supplies every room. A white way illuminates the 12-foot sidewalk, and handsome marquees mark each entrance.

Very moderate terms of lease will be arranged.

This building is near the center of population of West Asheville, at an important juncture of thoroughfares, and offers an unusual opportunity for enterprising business firms.

We will be glad to give you full particulars.

We have 21 rooms with an adjoining space for a restaurant in one wing. We will rent this entire section but as a hotel.

J. T. BLEDSOE & CO.

16 Government Street

Phones 461--4466

Asheville Citizen November 17, 1927

■ A MATTER OF OPINION

Losing Vincent's Ear would be a blow to all that makes Asheville unique

David McConville is the co-founder of Black Box Studio, a multimedia production and consulting company based in West Asheville. He is also founder and Chair of the Media Arts Project, a member of the WNC Film Commission, a board member of the Black Mountain College Museum + Arts Center, and a member of the Asheville Sustainable Economic Development Task Force.

Vincent's Ear, a cornerstone of Asheville's independent music scene, recently received an eviction notice, giving the owners a little more than a month to close down. Since Vincent's is an internationally respected venue that represents many years of effort to foster a thriving, unique and creative arts scene in Asheville, it's well worth spending some time to understand the details of how this happened and how it will adversely affect Asheville's reputation, economy and arts scene. This story is wrought with irony, but I believe that there's a way for this incident to be settled that will make most everyone happy by enhancing the reputation of the Lantzius family (the building owners) for their legacy of community-oriented activities while keeping one the bedrocks of our creative community.

It's important to frame this issue in a larger context by considering the trends in economic development, acknowledging the importance of authentic and creative culture. Spawned by Richard Florida's book "The Rise of the Creative Class," local economic developers have been taking a hard look for the past two years at how our region can foster the type of environment that encourages innovation. According to Florida, key elements that have helped other communities thrive are what he calls the Four T's: tolerance, technology, talent and territorial assets (with a strong emphasis on a good local music scene). The strategic importance of Asheville's unique physical and cultural assets cannot be underestimated.

I've been encouraged by the willingness of some of our local planners to not take Florida's theories at face value, opting instead to analyze how his research findings apply specifically to our region. For many, even the term "creative class" is too exclusionary and divisive, since our community is composed of creative individuals who come from diverse backgrounds. There has been an emphasis on the importance of creating an environment in which everyone can find opportunities to work within the community to pursue their dreams. As an example of this ongoing dialogue, Kirk Watson,

Please see VINCENT'S on A14

Continued from A13

former mayor of Austin, Texas, and champion of the successful "Keep Austin Weird" campaign, was invited as the keynote speaker at the recent Advantage West annual meeting. In discussing sustainable and novel economic development approaches, Watson stressed the importance of fostering creativity and authenticity. If local economic developers want to better understand the complex dependencies of a creative economy, they need look no further than north Lexington Avenue and the surrounding Lexington Park area.

I've taken these discussions to heart, since the vibrant community that's flourished around Lexington Park is one of the primary reasons I moved back to Asheville after graduating from UNC Asheville and building my career elsewhere.

The explosion of creativity and do-it-yourself ethos that infuses numerous businesses, organizations and festivals in this district is personified by Vincent's Ear. While it may be tempting to stereotype Vincent's customers, many of us wear numerous hats in the larger community.

For instance, I was identified as a "video installation artist" in the recent "Vincent's Ear to close" article (AC-T, Nov. 23), but I'm also a commercial building owner, a business owner and active on the boards of numerous local organizations.

But most importantly, I used to be a broke busboy and college student who hung out and played at Vincent's when they first opened. I've consistently found Vincent's to be one of the few places where such a diverse group can get together on a regular basis to discuss a wide range of topics, in addition to seeing the best local and international independent music.

Rob Pulleyn, downtown commercial building owner and founder of Lark Books, later told me, "It's the only bar in town where I can have a decent conversation, and many folks I've met there later became editors, art directors or designers at Lark."

Authentic homegrown businesses like Vincent's are a vital component of fostering a sustainable future for our community, and their abrupt forced closure is a strong indicator that Asheville could easily lose its appeal to the innovative artists and entrepreneurs that civic leaders are seeking to attract and retain.

It's a huge mistake to assume something else will easily replace Vincent's, since it has taken many years to gain its international reputation. The tremendous outcry and show of support that have emerged in the past two weeks, including benefit concerts, raffles and petitions, is a testament to the impact that Vincent's has had on our community.

It is, of course, fully within the rights of the Lantzius family as private landowners to refuse to renew a lease. No one is asking for any municipal authorities to step in to trample individual rights.

However, since the family recently announced plans for a low-income "artist-friendly" apartment development in an empty Lexington Park lot, it would be wise for them to engage the artists and business owners who have helped turn the area into a thriving arts district.

If the community and tenants are ignored and/or evicted without any reason or effort at dialogue by property owners, history and economic research have both shown that it will harm our struggling attempts to foster a creative economy.

The biggest irony of this situation is that John and Dawn Lanztius have been key to fostering and maintaining Asheville's authenticity and architecture over the years, a fact seldom understood by many newcomers to the area.

It would be a tragedy for their incredible legacy to be threatened by a refusal to understand the multitude of ways in which their efforts have paid off.

It will ultimately serve their own enlightened self-interest to befriend the community they've worked so hard to foster, understanding the perils of destroying or displacing what makes our town genuinely unique.

If this controversy could result in Lexington Park keeping one of its most cherished institutions and opening the door to dialogue between property owners and the larger community to discuss and plan the direction Asheville is taking, this could turn out to be a blessing in disguise.

Beauty Parade is West Asheville's Full Service Salon. We offer Cuts, Color, Corrective Color, Manicures, Pedicures, Facials, and Full Body Waxing. We welcome people of every age and gender. We have created a fun, relaxing environment with a retro theme. We carry Framesi styling products exclusively. We are proud to be the only place in town to offer Urban Decay Cosmetics, and Hard Candy. We offer a 5% discount on the purchase of three or more services on the same day. (This offer excludes our Manicure Pedicure combo for $55 and our waxing combo prices.) Come Check us out if you haven't already!
The Beautiful Store Front on the corne
Haywood & Mildred
Beauty Parade Info
Info About our Services
Our Mission
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URBAN DECAY
COSMETICS
OPTIONS by framesi
Biogenol

Info About Our Services
Custom Cuts include a shampoo, cut & style
Mens.....$20
Women.....$35
Kids under 12...$15
Waxing
Brows.....$12
Lip.....$12
Chin.....$12
2 of the above.....$20
All Three.....$28
1/2 Leg.....$30 & up
Full Leg.....$55 & up
Bikini.....$30 & up
Sphinx.....$40 & up
Brazilian.....$60 & up
Under Arms.....$20
Full Back/Chest..$60& up
Gift Certificates Available
Body Treatments
Theraputic Back Treatment....$40
Aromatherapy Body Scrub.....$60
Hands & Feet
Manicures.....$25
Pedicures.....$35
Manicure & Pedicure combination.....$55
Polish Change....$6
Parrafin Dip.....$10
Thanks for voting us #1 in the Mountain Express!
Facials
In & Out Facial.....$40
Custom European Facial..$60
Gentlemen's Facial.....$60
Signature Beauty Parade Treatment
Extras for your Facial
Collagen Treatment
Rosacea Treatment.....+$2
Anti Aging Eye Contour Treatment.....
Acne Treatment.....+$2
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Info About our Services
Our Mission
Contact
Eyelas
$15
Col
All Color Servic
a Haircut. The
prices are sul
change due to
density of
1 Color Foil.....
2 Color Foil.....
3+Color Foil.....
Foils and All Over
Partial F
(Less than 12).....
Corrective Color...
2
40

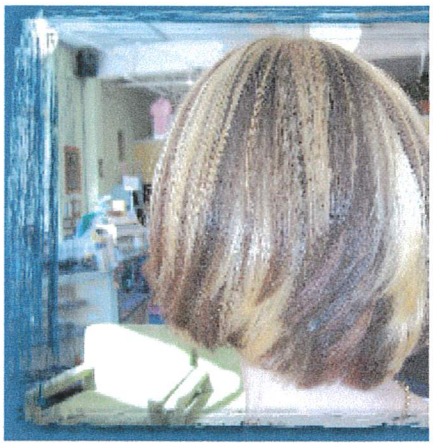
We aspire to provide our clientele with quality services at affordable prices, in a relaxed and fun environment. We expect our clients to have an excellent time every visit. We welcome people of every age and gender. We stand behind all of our products and services.

We recycle all waste and donate all hair clippings to a hair recycling center that makes environmental mats for oil slicks.

Color services are guaranteed only with the use of Framesi's Biogenal Color Care System. Framesi shampoo, conditioner & styling products are available for purchase here.

Timely scheduling and punctuality is crucial. If there is a need for you to cancel, a 24 hour notice is greatly appreciated.

Thank You for taking the time to read this. We appreciate you visiting our website and hope you will tell your friends about us.



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Beer With Us Distributors 1668 Haywood R
Asheville Citizen December 12, 1937

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POTTED PLANTS

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FAME AND FORTUNE
1 LB. ASSORTED CHOCOLATES **59c**

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BASKETS ..... **10c to 50c**

COLORED LIVE
EASTER CHICKS, each **15c**

AND DON'T FORGET CANDY AND COOKIES

A Large Assortment for Easter

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Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

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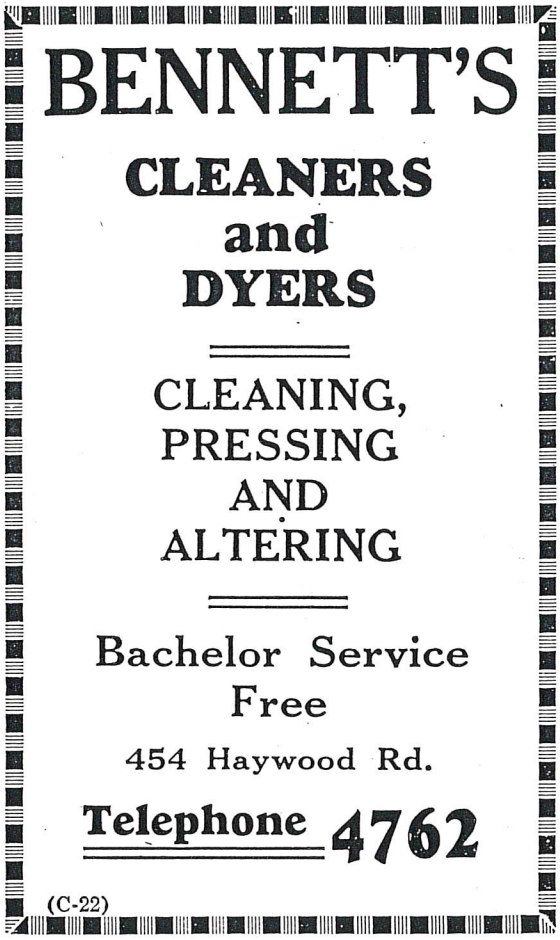
405 Haywood Road

Phone 4951

WEST ASHEVILLE, N. C.

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927



Asheville Telephone Directory, 1928
Bennett's Cleaners and Dyers, 454 Haywood Road.

BENNETT'S DRUG STORE HAS FAMOUS BRAND CHRISTMAS GIFTS

Bennett's Drug Store, 472 Haywood Road in West Asheville has a complete stock of famous name gift suggestions . . . names that are always appreciated, such as Lionel trains, Coty and Max Factor cosmetics, Timex watches, Remington shavers, Shaeffer pens, and Hallmark cards.

BENNETT

The firm opened for business back in 1947 as Bennett's Sodas and Sundries. Then in 1956 the prescription department was added, as well as the present firm name. The drug department is under the supervision of William H. Kauffman, a native of Colorado and graduate of the University of Colorado. A registered pharmacist is always on duty at Bennett's, where pickup and delivery of prescriptions are featured. The store has a complete "soda fountain" as well as 8-hour photo finishing service.

W. R. Bennett, owner, resides in West Asheville with his wife and three daughters, Ann, Susan and Nancy.

Asheville Citizen December 8, 1960

BENNETT'S SODAS & SUNDRIES
472 HAYWOO DROAD PHONE 3-2901
Tasty Sandwiches Made to Order
Prompt Delivery Service
School, Cosmetic & First Aid Needs
You Be The Judge of Quality

1949 Standard Railway Employees Seniority List

Asheville Citizen October 13, 1960

PHONE 1627
FOR DRUGS
Bilbro Drug Company

West Asheville Presbyterian Church Directory 1933

DRUG
STORE

Take:

Q. T. TONIC for Stomach Troubles.

Use:

Q. T. RUB SALVE for Chest Colds and Sore Muscles.

Take:

Q. T. CREOSOTE COMPOUND for Deep Seated Coughs.

Use:

Q. S. P. OINTMENT for Scabies (Itch).

TELEPHONE 1627

BILBRO DRUG STORE

Asheville Citizen December 12, 1937

NYAL AGENCY PARKER PENS NORRIS AND WHITMAN'S CANDIES

BILBRO DRUG STORE

773 HAYWOOD ROAD

ASHEVILLE, N. C.

May 1944

Dear Graduate:

Let us congratulate you, and you should be, upon having finished high school.

In starting your life's vocation, do not forget that the bottom of the ladder is crowded, however there is room at the top.

In your endeavors, if they be for yourself or some one else, give more than is expected of you, fulfill your duties just a little better than your fellow employees. Show your employer that his interest is your interest, and you will soon be on top. Those who do not show such interest will wonder why they are always at the bottom. You will find your employer more observing than you think as well as more appreciative.

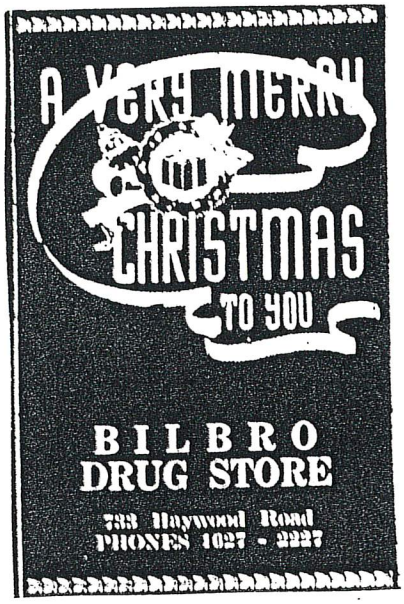
"Letting well enough alone" is a foolish motto in the life of a man who wants to get ahead. Nothing is "well enough' 'if you can do better.

Please accept this drink ticket as just a little gift.

We wish you every success.

Very truly yours,

BILBRO DRUG STORE



West Asheville News December 25, 1942

Candy

NORRIS and WHITMAN'S

A More Perfect Gift Not Under The Sun . . . or Moon!

She'll LOVE you if you give her a box of Delicious Candy!

"WE DELIVER"

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733 Haywood Rd. Phone 2237

BILBRO DRUGS
Will Give
$10.00
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— IF —
Winner Is From
WEST ASHEVILLE!

Asheville Telephone Directory, 1947.
Biltwell Neon Sign Compnay, 2 Mildred Ave.

VOLUME II.

MALONEY'S

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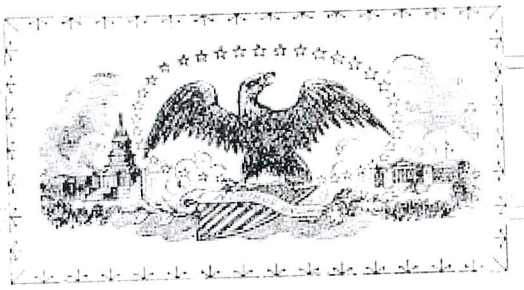

1900

ASHEVILLE, N. C.

City Directory.

J. L. Hill Printing Co.,
RICHMOND, VA.,

The Maloney Directory Co.,
ATLANTA, GA.,

Proprietors and Publishers.

SOLD BY SUBSCRIPTION ONLY.

Price, $3.00.

CONTAINING an Alphabetically Arranged List of Business Firms and Private Citizens; a Classified List of all Trades, Professions and Pursuits; a Street and Avenue Directory in numerical order of heads of households; an Appendix Directory of the City, County and State Officers, Public and Private Schools, Churches, Banks, Secret and Benevolent Societies, Incorporated Companies, Railway Stations, Distances, Etc.

Style, Design and Arrangement of this Directory Copyrighted 1899 by the Maloney Directory Co
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1793 1900

THE BINGHAM SCHOOL,

ASHEVILLE, N. C,

Established 1793,

has the HIGHEST TESTIMONIALS from the U. S. GOVERNMENT and its OFFICIALS; from the EXECUTIVE, JUDICIAL and MILITARY Departments of the State of North Carolina; from PRESIDENTS of Universities; from prominent PHYSICIANS and from other DISTINGUISHED MEN.

ITS AREA OF PATRONAGE

is the largest in the Southern States. FIFTEEN (15) States of the Union and JAPAN have been represented during the Current (the 107th) year. THIRTY-THREE (33) States of the Union and EIGHT (8) FOREIGN COUNTRIES have been represented in the last twenty (20) years.

ITS BUILDINGS

have been pronounced by more than SEVENTY-FIVE (75) MEDICAL Experts the most SANITARY in the United States.

Its Organization is

MILITARY;

A United States Army Officer has been detailed as Military Professor since 1882, and the INSPECTOR-GENERAL'S Department of the United States Army pronounces it among the four or five best of the hundred schools of the Union having Military Professors detailed from the Army.

THE COURSE OF INSTRUCTION

covers eleven (11) Schools or Departments, as follows: ENGLISH, MATHEMATICS, LATIN, GYMNASTICS, and MILITARY SCIENCE and TACTICS, occupying four (4) years; GREEK, occupying three (3) years; FRENCH, GERMAN, PHYSICS, CHEMISTRY and COMMERCIAL SCIENCE, occupying two (2) years.

DIPLOMAS and Certificates of GRADUATION are given to those who win them by passing the final examination.

ASHEVILLE

is the most FAMOUS all-the-year-round HEALTH RESORT in America.

For Catalogue, giving very full particulars, address,

COL. R. BINGHAM, Superintendent,
ASHEVILLE, N. C.

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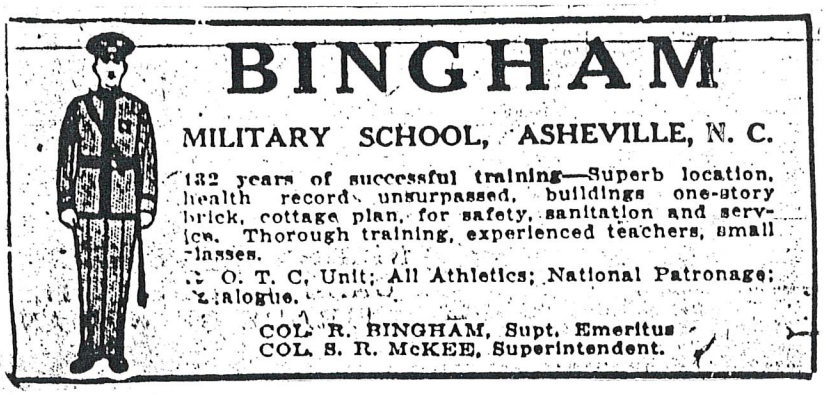


Asheville Citizen September 13, 1925

Bingham Military School

For Ninety-Eight Years in Middle N. C. Removed from Mebane in 1891

ASHEVILLE, N. C.

FOUNDED 1793

Located Since 1891 on the Asheville Plateau, Three Miles From the City

BINGHAM IS THE OLDEST SCHOOL FOR BOYS IN THE SOUTHERN STATES, and has always ranked with the great schools of the Middle and New England States. It is one of the few schools in the country that have touched three centuries, and is the only one that has been administered by four generations of professional teachers of the same family.

LOCATED ON A RIDGE ACROSS THE FRENCH BROAD FROM ASHEVILLE, with beautiful mountain peaks in view on all sides, are the school buildings all of brick, constructed to secure the best fire protection, ventilation, sanitation, and quiet study.

More than a century ago, it fixed the standard for training of boys not only in the Carolinas, but in other states.

BINGHAM TRAINING HAS BECOME NOTED over a large portion of our country, not only on account of its high ideals for the development of boys into men of purpose and ambition, but also on account of its high standard of scholarship and mental training.

ITS AREA OF PATRONAGE has been both national and international, having included 40 states of the Union and 15 Foreign Countries.

While the school has maintained the best traditions in the education of the past, it has kept pace with modern progress, without allowing mere fads and fancies to creep in.

THE FACULTY IS COMPOSED ENTIRELY OF PROFESSIONAL TEACHERS, who represent the best of our colleges and universities, North and South.

A BOY AT BINGHAM IS WELL NOURISHED, well cared for, and lives a simple, wholesome life, under the guidance of experienced teachers, all of whom are Christian gentlemen.

ALL FORMS OF ATHLETICS ARE OFFERED, including football, basketball, baseball, track, tennis, and swimming.

SINCE 1861, BINGHAM HAS USED THE MILITARY ORGANIZATION to give a boy a manly, erect bearing, and as a help in securing better discipline, health, and scholarship.

COL. S. R. McKEE, Ph. D., Superintendent

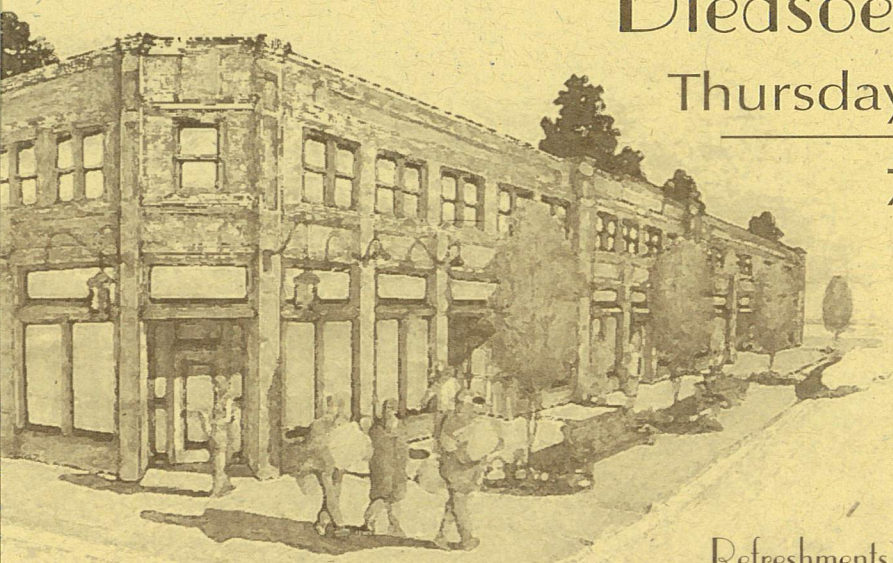
MAJ. ROBERT BINGHAM McKEE, B. A., Asst. Supt.

Asheville Citizen-Times July 31, 1927

Please join us...

Bledsoe Building Open House

Thursday, October 17 4:00 - 8:00 pm



775 Haywood Road West Asheville

Office Suites above the Westville Pub

Ribbon Cutting 4:00 pm

io design & illustration
RKR Graphics
The Village Link

For more information:
www.onhaywood.com

Allegro Benefits, Inc.
Basta Imports
Cassandra Bliss Massage Therapy
Novastar Home Mortgage, Inc.
On Site Streets, LLC
Round Table Investments, Inc.
Thomas Sherry, LCSW
West Asheville Development, LLC
Winfield Group, Inc.

Refreshments Provided by:

Bennie's Little Dog House, French Broad River Brewery, Haywood Road Market, The Savory Palate, West End Bakery, Westville Pub

The October 17, 2002 Open House at the restored Bledsoe Building, 775 Haywood Rd. in West Asheville, was a great community event! Over 200 people attended, old and new residents alike, and one of the most-enjoyed features of the evening was an extensive display of old West Asheville photos, furnished by the West Asheville History Project.

The Bledsoe Building was constructed in 1927, opening November 17, 1927. The 2-story multi-use brick building had apartments and offices on the second floor, and some of West Asheville's best-loved businesses on the ground floor; notably, Handte's Seed Store and the Palace Pharmacy.

The restored Bledsoe Building is once again a multi-use building including apartments, offices, and businesses. The new Westville Pub and Haywood Road Market (a whole foods co-op) are located in this historic building.

THEN

Ewart M. Ball Photographic Collection N1501 West Asheville, 771-779 Haywood Road

Bledsoe Building, Bryan's Pharmacy

"Blind Bill's place," operated by W. R. Poteat, a blind man, at the intersection of Haywood road and Wellington street, was robbed last night.

Patrolmen J. M. Coffee and J. R. Pinner, cruising in West Asheville, discovered the robbery about 3:30 o'clock and notified the owner that the place had been entered. A check-up revealed that a quantity of cigarettes, tobaccos and candy had been taken.

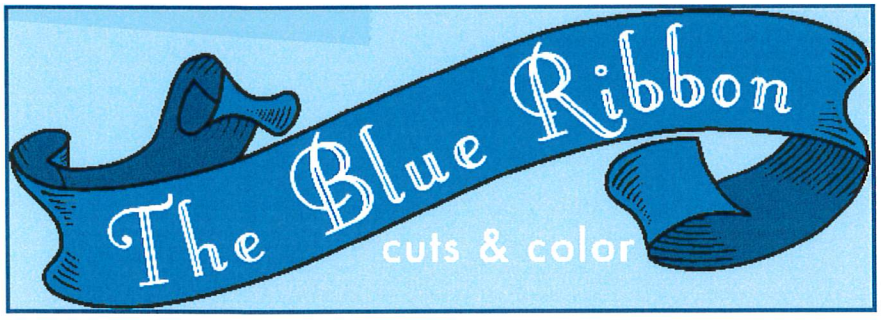
Asheville Times December 9, 1937

Interior, Blue Bird Cafe

Night Clubs

BLUE NOTE CASINA
E W Pearson, Prop—Dine—Dance
3 Buffalo W Ashe----------4-9176

Asheville Telephone Directory 1953



The Blue Ribbon offers cuts and color. Stop by and take advantage of their special offer on gift certificates and markdown products.

Blue Ribbon Hair Salon

Beth Adams has opened The Blue Ribbon, offering haircuts for men and women, in West Asheville.
The shop features refurbished barber chairs from the 1920s, and customers of legal age are offered a free Pabst Blue Ribbon. (Adams estimates that after the noon hour, about 60 percent of customers accept the beer.)
A Greenville, N.C., native, Adams has cut hair in both high-end salons and cheaper places. She said that with the new shop, "I just wanted to hit the middle ground so people can afford to have nice hair. It's about being affordable, convenient and laid-back."
Cuts range from $12-$26, with color services starting at $45. A full line of RMS and Joe Grooming products are available.
The location is 506 Haywood Road, and hours are 10 a.m.-8 p.m. Wednesday-Saturday and 11 a.m.-7 p.m. Sundays. Call 251-4288 or visit www.blueribbonhair.com.

http://www.blueribbonhair.com

Wednesday, November 12, 2008

Participant Spotlight: The Blue Ribbon

Another great recent addition to Haywood Road just off 240, The Blue Ribbon celebrated their grand opening on September 13, 2008 and has been one of the coolest places to be since.

The stats on The Blue Ribbon:
506 HAYWOOD ROAD WEST ASHEVILLE 251-4288

***Walk-ins welcome!!** -....option to call in and reserve a time slot

PRICES
-short 20 bucks
-long 26 bucks
-buzz 12 bucks
-beard 5 bucks
-shampoo 3 bucks
-blowdry/style 10 and up
-color 45 and up (consultation)
-wax 12

****ride your bike, get 10% off!!****

HOURS:
Monday-closed
Tuesday- 10-8
Wednesday 10-8
Thursday 10-8

Friday 10-8
Saturday 10-8
Sunday 11-7

****ENJOY A COLD, COMPLIMENTARY PABST WHILE YOU WAIT**

**GOOD TUNES

****LAID BACK ENVIRONMENT**

**JOE GROOMING, KMS, AND GOLDWELL PRODUCTS

Posted by Crazy Green Studios at 8:50 AM

Labels: East West Asheville, East West Holiday Art Walk, The Blue Ribbon

Wine? Champagne? How about a Pabst?

West Asheville hair cuttery offers a free PBR with any haircut

By Alyssa Spencer

Published: Wednesday, February 25, 2009
Updated: Tuesday, August 11, 2009

The Blue Ribbon, a hair salon for men and women in West Asheville, takes the experience of getting a haircut and adds an ice cold PBR while sitting in the barber chair.

"We serve customers a Pabst Blue Ribbon when they sit down," said salon owner Beth Adams. "I decided to serve PBR because I like it, and it's cheap. Beer is our equivalent of other hair salons' wine as a refreshment."

Adams, who opened the salon this past July, said she wanted to own a business with a laid-back vibe and an atmosphere conducive to Asheville's relaxed environment.

"I want customers to walk in and feel like they can just sit down, play cards, talk about whatever they want, drink a beer and get a good haircut," Adams said.

The salon is decorated with old-fashioned furniture, a Pabst Blue Ribbon horse lamp and refrigerator. Customers can sit and wait on a couch near a magazine rack or on stools at the old-fashioned counter.

Adams plays old rock 'n' roll and country music.

"I don't feel like I'm here to get my haircut," said junior Jon Hall. "I feel like I'm at a friend's place, lounging and drinking a cold one."

Adams said she hasn't received any negative comments about serving beer, nor did she need to get special authorization to do so.

"As long as it's a complimentary beverage, and we're not selling it, then it's fine," Adams said. "People love the Pabst thing. Some people come in here and have a beer at ten in the morning. They are limited, though. We give one beer per person, and we do ID."

The salon's staff includes four stylists, including Adams, and prices range from $5 to $26 for cuts and $45 and up for coloring.

"Prices are reasonable, and we can save you money here," Adams said. "If you don't want a shampoo you don't have to pay for it, and if you don't want a blow- dry you don't have to pay for it. So there's no pressure in walking out the door with your hair all done if you're getting ready to just go to the grocery store."

Adams, a first-time business owner, said the hardest parts of opening were getting permits and naming the salon.

"I'm glad the beginning process - dealing with the city and getting permits - is done," Adams said. "It was hard coming up with a name, too; that came last-minute. Someone suggested Blue Ribbon, so we just went with it."

Adams said despite the business' slow start, she now has several regular customers and business is great.

"Our clientele is pretty even between women and men," Adams said. "We get a lot of families - we get more kids than I thought we would. But everybody who comes in is laid-back."

Hair products, such as Goldwell, KMS and Joe Grooming, are for sale at the front of the salon behind the counter and candy dish.

"This place is so quaint," senior Mary Anne Craver said. "The interior is so welcoming and cozy. It seems like a great place to work."

Adams said that she encountered little negative feedback since opening the salon.

"The only negative comments we have run into is at first we were walk-ins only, and we changed that over because people wanted to make appointments. Really the only negative feedback we've had is from people who walk in and we can't fit them in. But for the most part, if people have to wait a little while, they're okay with it."

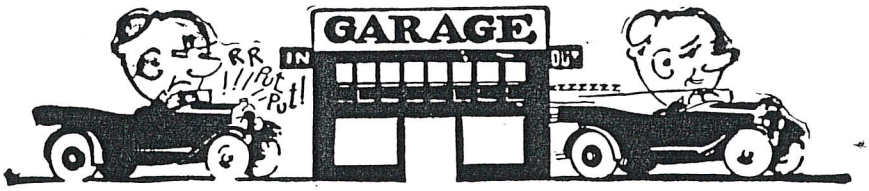
The Blue Ribbon, located at 506 Haywood Road, offers a 10-percent discount to customers who ride bikes and sells gift certificates in all amounts. Punch cards offer a free haircut after the seventh one.

"People need to get a different price point than a high-end salon or a Super Cuts. They need something in between, and I think that's where we fall in," Adams said.

Blue Ridge Garage & Service Station

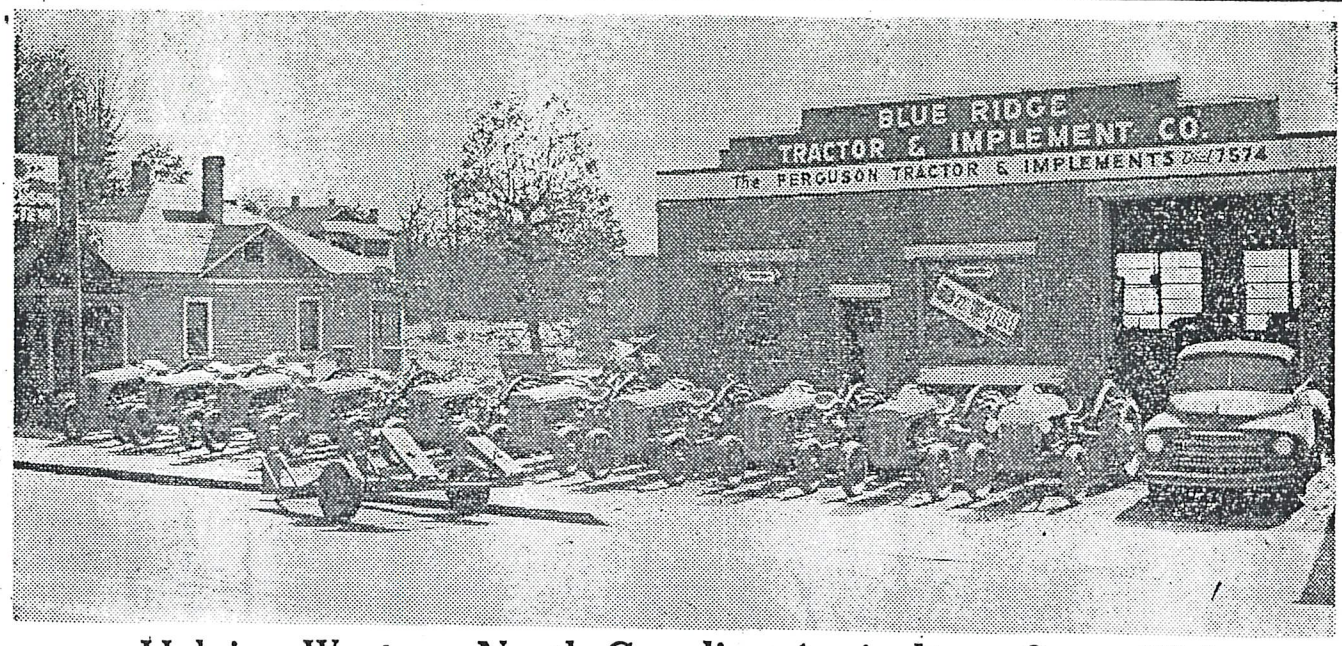
JOHN B. WALL WM. C. WALL

Gasoline — Oil — Lubrication



We Specialize on Body & Fender Repairs

1417 Haywood Rd. (West Asheville) Dial 2-1262



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The Finest In Farm Equipment

More and more Western North Carolina farmers are discovering that "Ferguson's the Finest" when it comes to tractors and farm implements. The number of Ferguson tractors being used in this area is increasing every week.

Ferguson tractors give efficient and economical performance—make possible a wide working range, from cultivating, planting and belt work to plowing and discing.

The Blue Ridge Tractor and Implement Company is your headquarters for all Ferguson equipment. We feature sales and expert service for Ferguson tractors and the Ferguson implements listed below.

Corn Pickers Manure Spreaders Grain Drills Two-Way Plow
Bulldozers Ditchers Disc Plows Hay Rakes Slatted Base Plows

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BLUE RIDGE TRACTOR & IMP. CO.

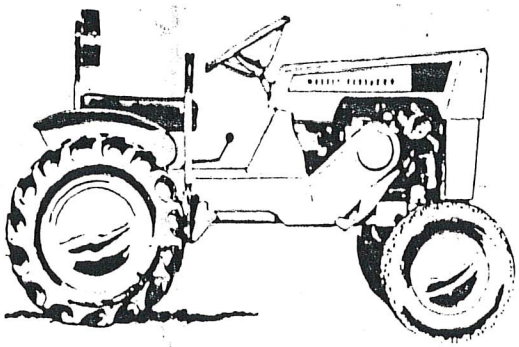
520 Haywood Road Dial 7574

Asheville Citizen March 26, 1950

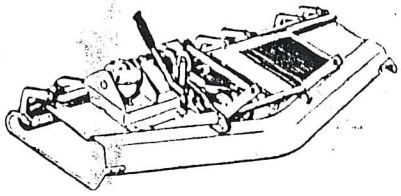
Asheville Citizen October 13, 1960

25% OFF

This Week Only!



BUY A MASSEY-FERGUSON SUBURBAN TRACTOR...



AND GET 25% OFF ON THE MF 42" ROTARY MOWER

And this is just part of the bargain. With the Massey-Ferguson Executive Tractor you get many "extras" as standard equipment. "Extras" like twin headlights and electric safety starter. Or cigarette lighter on the dash.

Stop in this weekend and test drive the Executive. Then take advantage of our special offer!

YOUR MASSEY-FERGUSON DEALER

BLUE RIDGE TRACTOR & IMPL. CO.

520 Haywood Road AL 2-7574

Asheville Citizen June 14, 1964

ROY SMITH

BILL ISRAEL

HERE IS THE CREW AND THE EQUIPMENT FOR YOUR JOB!

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MIKE ISRAEL

GROWING WITH TWO WINNERS

THAT'S MOVING FRIEND!

NH

BLUE RIDGE TRACTOR and IMPLEMENT CO.

520 Haywood Rd. Dial 252-7696
WEST ASHEVILLE

New Concern Opens On Haywood Road

The Blue-Bird Ice Cream Company operating out of Spartanburg, S. C., has opened an ice cream store on Haywood road, West Asheville, near the end of the carline. The local branch is equipped with modern and sanitary conveniences, including Frigidaire plant, and carries a complete line of fresh ice cream in various combinations and packages and bulk.

This is the seventh new concern to locate on Haywood road within the past few months.

Asheville Citizen June 12, 1929

Bob Furey's Prevents Auto, Truck Volcanic Eruptions

"You'll be seeing lots of them soon — volcanic eruptions of steam pouring out from car truck radiators that could have easily been prevented with the kind of specialized radiator servicing that you get from us," says Bob Furey, chief cook and bottlewasher at Bob Furey's Radiator Service, 1054 Patton Ave. the home of motor cooling engineers who are thoroughly dedicated to one principal business — servicing radiators!

What can be more annoying to a family on a vacation trip, a truck driver behind schedule or a businessman in a hurry than to see the temperature gauge shoot up to the "HOT" mark and a supposely sound radiator boil over with clouds of steam — a situation that says all to plainly, "Here's a person who could have prevented a lot of trouble for himself!"

Whatever kind of radiator it is — for car, truck, tractor or heavy earth-moving equipment — Bob Furey is the man to see when trouble comes. Or better yet, before it comes. At Bob Furey's they have the skill, experience and know-how when it comes to cleaning, repairing, recoring and rebuilding radiators. Only the best in radiator servicing equipment is used by Bob Furey's Radiator Service.

Judging by the large number of auto dealers, garages, servicenters, and auto repair shops who used Bob Furey's service which features two-way radio communication system, it can be said that this firm probably does more radiator servicing than any other in the area.

Call 252-4411 for an appointment or go by Bob Furey's Radiator Service in Asheville at 1054 Patton Avenue, where you will find plenty of convenient parking space.

Bob Furey's is also distributor for G & O and Daniel Cores, two of the best known and most reliable names in the field. For quality, service and speed see Bob Furey for all your radiator servicing needs.

And Bob Furey has now closed his Morganton servicenter and combined its servicing equipment with the Asheville operation which doubles his local servicing capacity and means faster and better service for his many customers.

Radiators

Cleaning • Repairing • Recoring • Rebuilding

Call 252-4411

BOB FUREY'S

RADIATOR SERVICE—1054 PATTON AVE.

"Home of Motor Cooling Engineers"

Asheville Citizen May 3, 1965

BOB FUREY

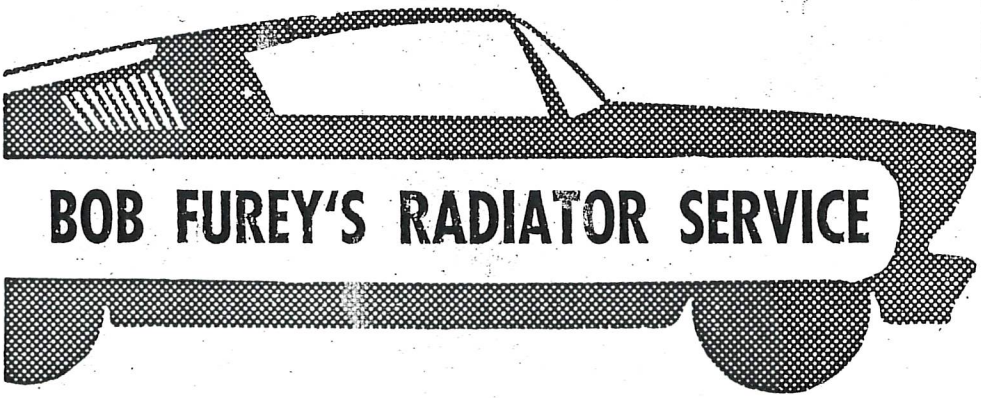
Owner - Manager

SERVING ASHEVILLE & WNC FOR OVER

30 Years

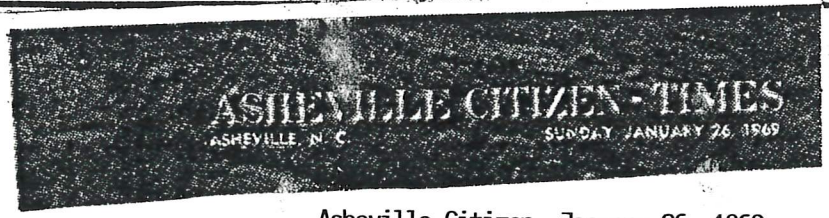
Specializing In . . .

Special built Radiators for Racing Engines and Industrial Units. Radiator Cleaning and Repairing.

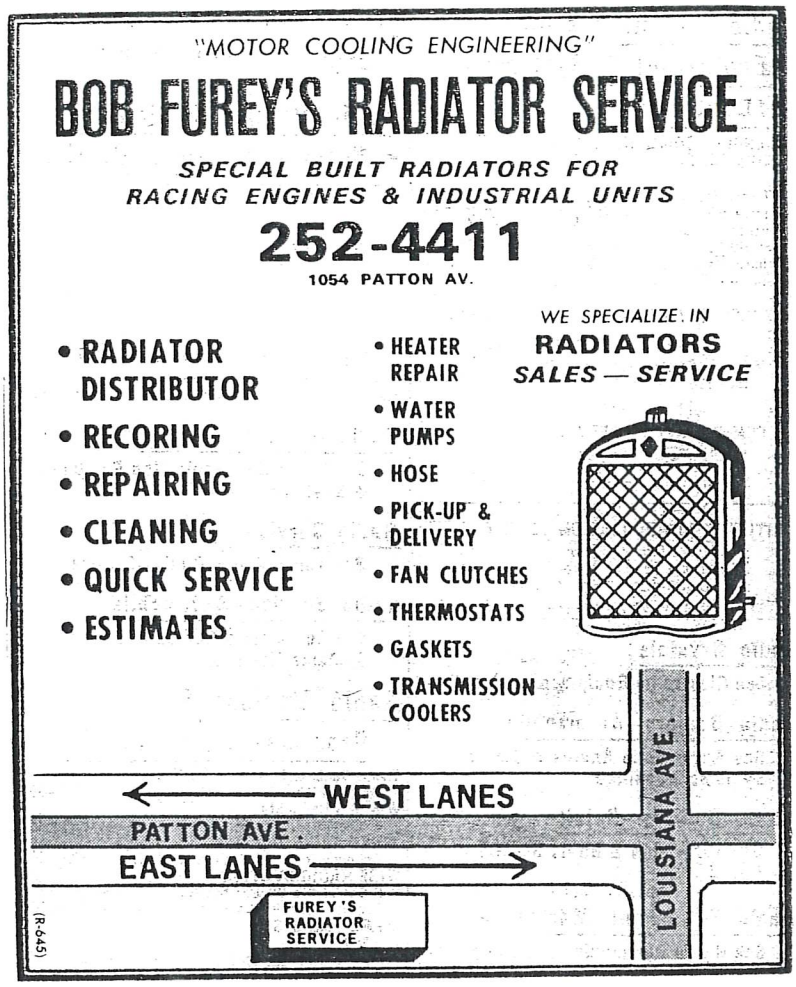


BOB FUREY'S RADIATOR SERVICE

1054 PATTON AVE. TEL.: 252-4411



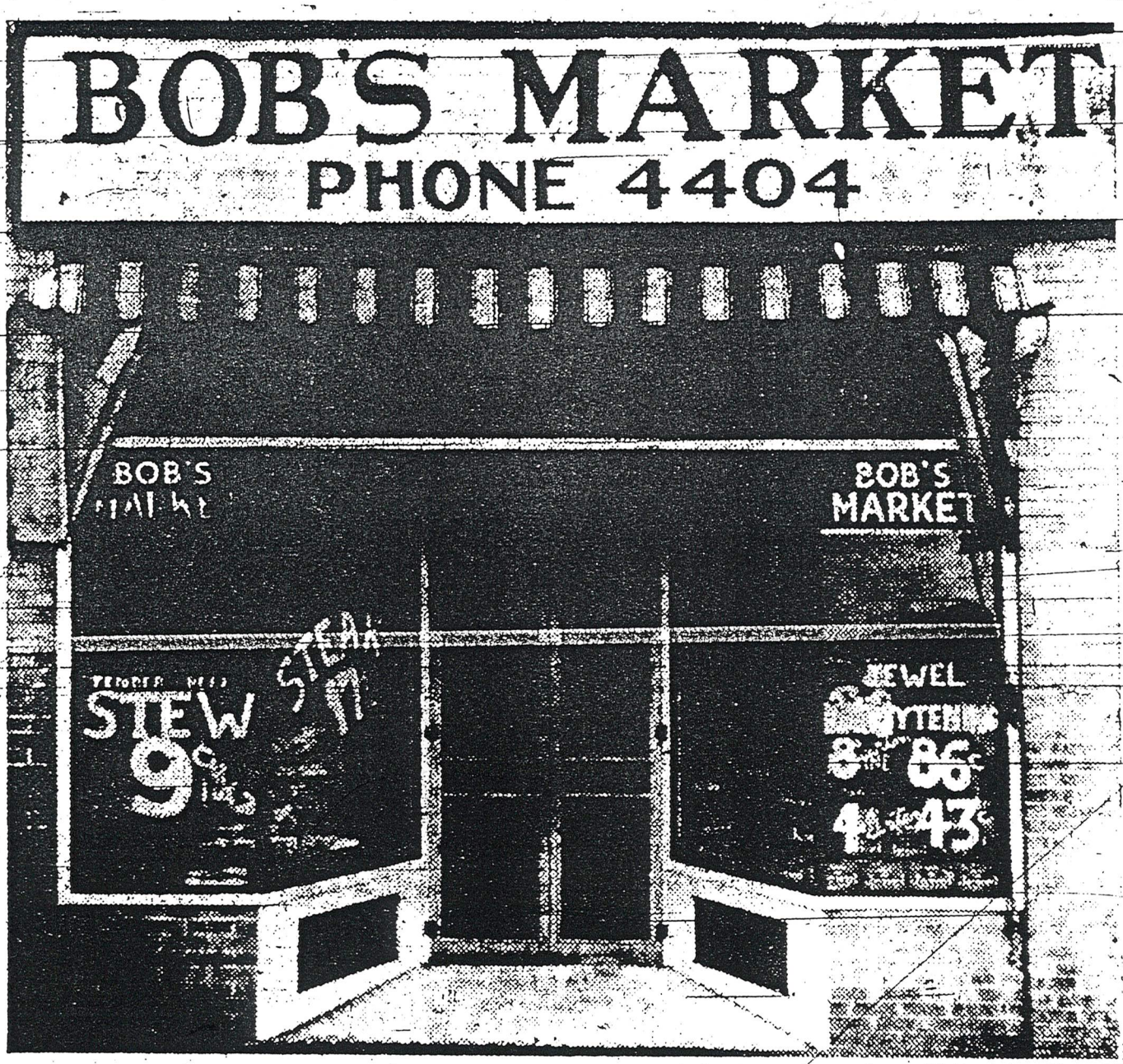
Asheville Citizen January 26, 1969



Asheville Telephone Directory 1973

Asheville Citizen-Times September 17, 1938

Bob's Market Features Quality Meats



Pictured above is an exterior view of Bob's Market, located at 707 Haywood road in West Asheville. This firm is headed by Robert Allen who is well known in the retail meat business in Asheville. Bob's Market carries a full line of fine quality smoked and cured meats, as well as fresh meats and game in season, and a variety of fruits and vegetables. Bob's Market is said to offer his customers the finest quality foods at the very lowest prices. Prompt delivery service may be obtained by phoning 4404.

Bob' Market, 707 Haywood Road.

BOB'S MARKET SELLS QUALITY MEATS HERE

One of West Asheville's newest business concerns is Bob's Market, located at 707 Haywood road. This firm is headed by Robert Allen, who is well known in the market business in Asheville. Mr. Allen reports a very favorable and steady increase

ROBERT ALLEN

in his business, and expects it to be even better when the colder weather sets in, as that is the time when more meats are eaten, he states.

Bob's Market carries a complete line of the finest quality fresh, smoked, cured meats, and game in season. They are said to have exceptionally low prices at all times, and the quality is always maintained so that you are assured of getting the best at the very lowest possible price. "Bob" states that, due to his low overhead expense he can make the lowest possible prices without sacrificing quality.

Bob's market also has fresh fruits and vegetables, strictly fresh and stamped eggs, and many other food items that the housewife needs in her every day menus. Prompt delivery service is assured those who phone 4404 ... just ask for "Bob" or "Bill" (Bill Fox) and you will get excellent prompt attention, just like you were right in the store.

Asheville Citizen August 22, 1938

There's No Denying It!

BON-TON DOES IT BEST

We do it best because our goal is to give quick, perfected cleaning and pressing service that satisfies.

Men Suits, Plain Dresses
Cleaned & Pressed -- Cash & Carry **50c** Called for & Delivered **60c**

BON - TON CLEANERS

276 Haywood Road Phones 981-982

Asheville Citizen December 12, 1937

Return

We Will Pay

$1.50

PER HUNDRED FOR HANGERS

(Cleaned and Packed in Bundles of 25)

No new hangers are being made. Gather them from the cellar to the attic and get the cash from us.

BON-TON CLEANERS

753 HAYWOOD ROAD 276 HAYWOOD ROAD PHONE 981 20 MONTFORD AVENUE

West Asheville News May 18, 1945

Look Your Best During The Holiday Season!

Enjoy wearing spotlessly clean clothes — at economy prices!

BON TON CLEANERS

276 Haywood Road — Phone 981

Fresh Clean Clothes

You'll feel at ease when you know your clothes look well. Let us clean them.

Cleaning brought in Monday and Tuesday will be ready Saturday.

We will pay $1.50 per hundred for hangers in good condition.

BON TON CLEANERS

753 HAYWOOD ROAD 276 HAYWOOD ROAD PHONE 981 20 MONTFORD AVENUE

West Asheville News

JUST LIKE NEW!

Give Your Favorite Dress
A New Lease on Life

Cash and Carry

Plain Garments
Cleaned & Pressed **50c**

BON TON CLEANERS

753 HAYWOOD ROAD — 276 HAYWOOD ROAD PHONE 981 — 20 MONTFORD AVENUE

West Asheville News July 11, 1947

Asheville Citizen April 1950

BON TON CLEANERS

S - OFFICE

Asheville, N. C., 1/6 1951

M Mrs C M Morgan

No.

2 PC. SUIT		
3 PC. SUIT		
O'COAT		
PANTS	1 Service Flag	X
SHIRTS		
JACKET		
DRESS		
BLOUSE		
SKIRTS		
SWEATER		
BATHROBE		
TIES		
CAPS		
HATS		

No charge ever for cleaning a U. S. Flag

SAVE BY CASH AND CARRY

S 330

★ MC CASKEY, ALLIANCE & BOSTON

Form 3806-S (Rev. 3-49)

Receipt for Registered ~~Article~~ No. 1953 Postmaster per

Fee paid 20 cents. *Class postage* 1st

Declared value ~~20~~ Surcharge paid, $

Return Receipt fee Spl. Del'y fee

Delivery restricted to addressee:

in person , or order *Fee paid*

Accepting employee will place his *initials* in space indicating restricted delivery.

POSTMARK

07—16—[illegible]

NOTICE TO SENDER—Enter below name and address of addressee as an identification. Preserve and submit this receipt in case of inquiry or application for indemnity.

Ben for David Rose

(Name of addressee) (P. O. and State of address)

34

Fragile Perishable

Mailing Office

(Other endorsement)

16—42798-4

NOTICE TO SENDER.—Enter below name and complete local address of addressee. Show also if addressed in care of person, hotel, etc.

POSTMASTER,

By

SENT TO Albert Rose

IMPORTANT.—READ OTHER SIDE REGARDING ENDORSEMENTS AND INDEMNITY

SAVE THIS RECEIPT UNTIL PARCEL IS ACCOUNTED FOR

IMPORTANT.—READ OTHER SIDE REGARDING ENDORSEMENTS AND INDEMNITY

SAVE THIS RECEIPT UNTIL PARCEL IS ACCOUNTED FOR

CAR SERVICE—Now available to all patrons of the Bon Ton Cleaners & Laundry, West Asheville's only laundry. The young ladies in the foreground cheerfully meet all cars and pick up the cleaning and laundry, or deliver the finished clothing to the car without the owner having to get out. A home delivery and pick-up service is also available. The plant shown here is located at 650 Haywood Road.

Asheville Citizen February 21, 1955

CAR SERVICE—Now available to all patrons of the Bon Ton Cleaners & Laundry, West Asheville's only laundry. The young ladies in the foreground cheerfully meet all cars and pick up the cleaning and laundry, or deliver the finished clothing to the car without the owner having to get out. A home delivery and pick-up service is also available. The plant shown here is located at 650 Haywood Road.

Asheville Citizen February 21, 1955

LAUNDRY

SERVICE ON MENS SHIRTS

Beautifully Finished Like He Likes Them

For ONLY 22c Each

BON-TON

CLEANERS & LAUNDRY

Plant 650 Haywood Road, And Branches

94 Haywood St.
1056 Haywood Rd.
35 Hendersonville Rd.
24 Poplar St.

The Asheville Citizen March 1, 1965

LAUNDRY

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Beautifully Finished Like He Likes Them

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CLEANERS & LAUNDRY

Plant 650 Haywood Road, And Branches

94 Haywood St.
1056 Haywood Rd.
35 Hendersonville Rd.
24 Poplar St.

Asheville Citizen March 1, 1965

Forget blogs; these artists prefer old-fashioned type

SUNDAY, APRIL 24, 2005

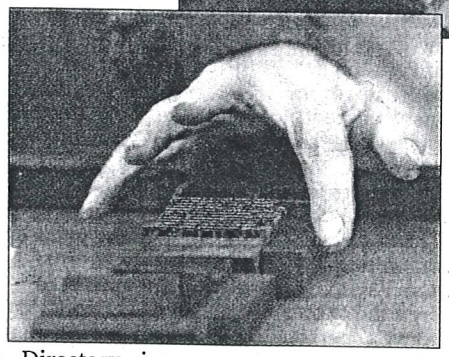
By Arnold Wengrow
CITIZEN-TIMES CORRESPONDENT

ASHEVILLE — For most people in the computer age, a font is a typeface in your word processing program and a printer is an inkjet on your desk.

For Laurie Corral, the founder of BookWorks, a new studio for book artists in West Asheville, a font is a big wooden case with compartments for hundreds of individual metal letters. And her printer is a floor-mounted cast-iron monster almost as tall as she is.

Corral is one of a growing group of artisan printers who are setting type by hand the way Gutenberg did: one letter at a time.

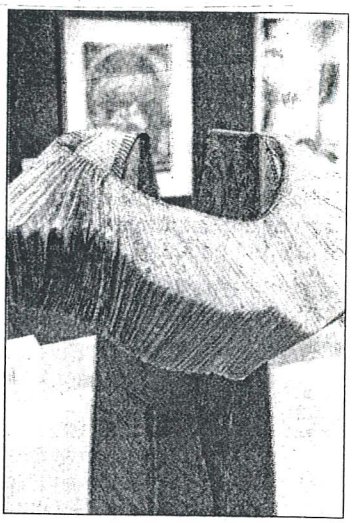
Letterpress printing itself is part of a constellation of bookmaking crafts, from papermaking to calligraphy to binding, that artists and writers are turning to for new forms of expression. And consumers are turning to their hand-produced products as an antidote to digital blandness.



Photos by Steve Dixon/
STAFF PHOTOGRAPHER

Above, Laurie Corral, left, and Gwen Diehn work on a project they are printing on an antique Brandtjen and Kluce letterpress at BookWorks on Haywood Road in West Asheville.

Left, Laurie Corral moves a text block for an antique Brandtjen and Kluce letterpress at BookWorks, an art book center that offers classes.



SPECIAL TO THE CITIZEN-TIMES

A book is also a sculpture when it's by book artist Dan Essig of Asheville.This is called "In Spirit/Bridge Book" and it's on display through Saturday in "Binding Impressions," an exhibition of book arts and papermaking at the Center for Craft, Creativity and Design in Hendersonville.

Tom Bannister, publisher of the Book Arts Directory in Washington, D.C., estimates there are some 3,000 people involved in the book arts in the United States. "It's one of those subcultures you don't really know about unless you're in it," he said.

Asheville, a welcoming place for artistic subcultures, is attracting letterpress publishers and book artists from other parts of the country. Corral came from Hickory to start BookWorks. Brandon Mise moved from San Francisco to establish Blue Barnhouse Press in West Asheville. And Mark Olson moved his Innerer Klang Press to Asheville's River District after 20 years in Boston.

Going back to letterpress

Why, when people can crank out their own business cards and birth announcements at home, are people going back to letterpress? Why write with a pen in a one-of-a-kind, hand-bound journal when you can publish your blog on the Web?

"Letterpress has such a different look," said Corral. She was standing next to four massive wooden cabinets with more than 80 drawers of type in the sunny former warehouse on Haywood Road that houses BookWorks.

"You can't get that impression with the computer," she said. "You can get flashy, great looking things with Photoshop but it's all starting to look alike because everybody is doing it. But the emboss of letterpress you can't get."

The "emboss" Corral refers to is the distinctive bite of metal type into fine paper as it is pulled through the press under pressure. The tiny crisp ridges on the page are irresistible to your fingertips.

In fact, letterpress has what "Megatrends" author John Naisbitt calls "high touch," a connection with something human in lives that he says are "distanced and distracted" by high tech.

Brandon Mise said his clients for wedding invitations and handmade wedding guest books appreciate things that take time.

"They understand that our whole bodies are going into this process," he said. "We don't push a button. The letterpress is something that can't be mimicked by any other press."

He notes that besides creating a touchable surface, letterpress uses more vibrant inks than offset printing.

A place to experiment

For their day-to-day business, Blue Barnhouse and Innerer Klang print announcements, invitations and stationary. For artists and writers they publish limited-edition books. Blue Barnhouse is home to "Em," a national literary and arts magazine. Mark Olson of Innerer Klang (the name is German for "inner sound") said he specializes in small books of poetry.

Corral sees BookWorks a bit differently. She wants it to be a gathering place for artists to experiment with printing, binding and papermaking. The studio offers week-long and weekend workshops for beginners and for people who already know how to use the equipment. Visitors can sample different bookmaking techniques at two-hour "open studios" on Monday nights.

Some weekends Corral holds what she calls a "salon." Come on over to the studio and play, she'll say in an e-mail to people who have expressed interest. "Bring something to eat, bring your paper and your ideas and let's just have fun."

BookWorks is located at:
428 1/2 Haywood Road, West Asheville, North Carolina 28806
(828) 255-8444
info@ashevillebookworks.com

BookWorks

BookWorks Workshops Instructors Open Studio Events Studio Artists Gallery

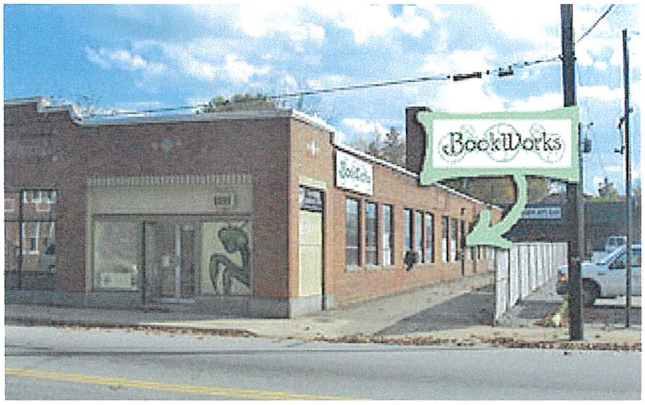
3 - 4 Studio Spaces available immediately, only $275/month.
For details, click here.

Welcome to **BookWorks** studio.
We offer a full spectrum of hands-on workshops including, but not limited to, bookbinding, printmaking and decorative paper.

Our instructors are mostly drawn from the immensely talented and growing book arts community here in western North Carolina, many of whom are nationally and internationally recognized.

BookWorks Space

BookWorks Studio Space



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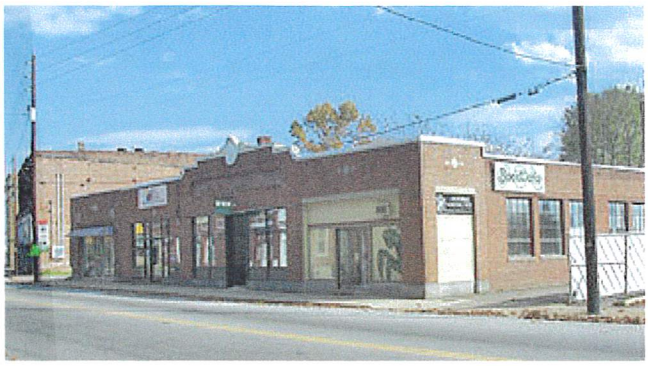
Equipment includes:

- Large 54" Jacques board shear
- 32" guillotine cutter
- 7' Standing Press
- Large backing press
- Book presses
- Gold stamping tools
- Kwik Print Foil Stamper & lots of type
- Drill Press
- Corner Rounder
- Etching Press
- Two Vandercook Proofing Presses
- Kluge platen press with Foot Treadle
- Over 80 drawers of type

Balanced full-spectrum lighting and large windows

If interested, call Laurie at **(828) 255-8444**
or email info@ashevillebookworks.com

Directions to BookWorks



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Asheville, North Carolina 28806
(828) 255-8444
info@ashevillebookworks.com

BookWorks studio entrance is located at 428 1/2 Haywood Road. There is a Martial Arts studio at the corner of the building with a large praying mantis painted on the wall. Head, along the building wall, away from Haywood Road to our entrance which is about halfway back. (This access area is well lit and adjacent to the Ace Appliances parking lot.) We can send you a map of the Haywood Road area if you would like or visit www.onhaywood.com to view the area online. To download a pdf directional map, click here.

From East/Downtown Asheville

I-240 West (I-26 South) - **Exit 2:** Haywood Road - **Left** on Haywood Road (crossing over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

From I-40

Exit 47: Brevard Road/191 - Head **North** on Brevard Road/191 to Haywood Road - **Right** on Haywood Road (Continue until you cross over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

From North/I-26

I-26 South (19/23 South) to **I-240 West** (I-26 South) - **Exit 2:** Haywood Road - **Left** on Haywood Road (crossing over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.
link to onHaywood.com? request map - downloadable map

From South/I-26

I-26 North - **Exit 1B:** Brevard Road - **Left** on on Brevard Road/191 North to Haywood Road - **Right** on Haywood Road (Continue until you cross over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

Parking

DO NOT PARK in the Ace Appliances lot during regular business hours.

Street parking is available along Haywood Road, unless signed otherwise.

For our **parking lot**, continue past the BookWorks building - Right onto **Richmond Avenue** - Right into gravel parking area - Stairs access to BookWorks.

The entrance alley in front of BookWorks can be used for unloading or handicap access. Please do not park in this area.

back to top

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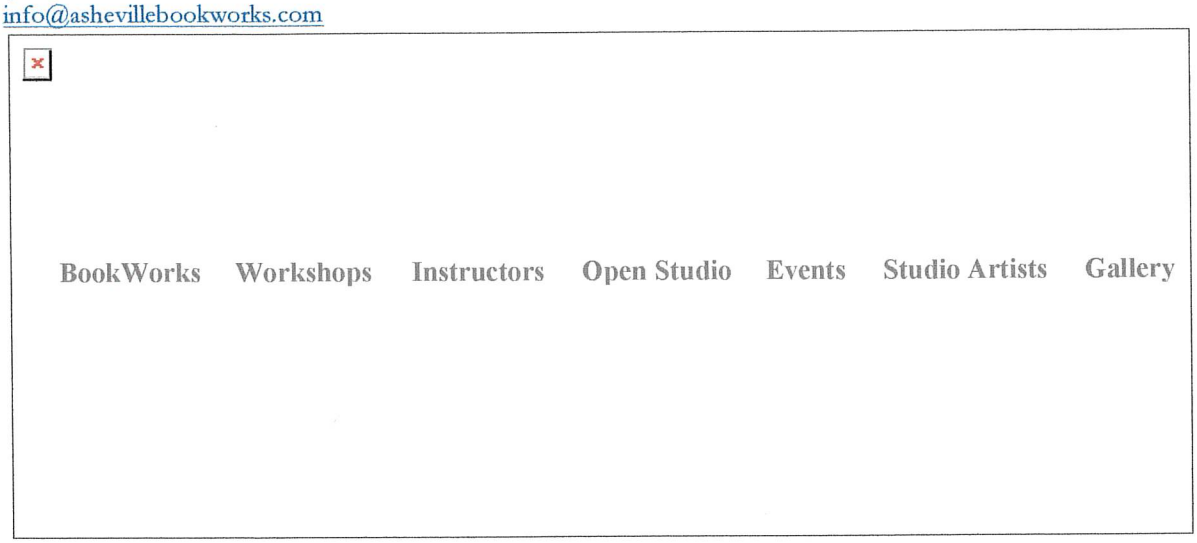

BOOKWORKS NEWSLETTER - March 2006

Welcome to the March 2006 edition of the BookWorks Newsletter, our monthly publication that features classes and events taking place at Asheville BookWorks. In addition to our newsletter, we hope you'll take a look at our Spring Class Catalog, featuring workshops taught by Alicia Bailey, Sandy Webster, Daniel Essig, Paul Moxon, and many more. We invite you to stop on by our studio at 428 1/2 Haywood Road and pick up a catalog. You can also browse the Spring Class Catalog by clicking on the Workshops link above. If you'd like to receive the catalog via mail, feel free to give us a call at (828) 255-8444, or send us your information via e-mail to info@ashevillebookworks.com. We're also happy to provide bundles of catalogs for you to distribute to anyone who might be interested in taking a class. Just let us know. We hope to see you this month at BookWorks!

CLASSES

Featured Workshops: Paper Making:

Thanks to the kindness and generosity of Gwen Diehn and the Warren Wilson College Art Department, BookWorks will be offering two Paper Making workshops this spring. Taught by artists Colin Frazer and Micah Pulleyn, the weekend workshops will take place at Warren Wilson and will make wonderful use of the college's paper making facilities. The aim of the workshops is for participants, regardless of their incoming skill levels, to become full-fleged "amateur home paper makers", as explained by instructor Colin Frazer. This class stresses the Do-It-Yourself nature of paper and explores it's accessibility as a medium that can be successfully

EVENTS

Slow Book Salon at Asheville BookWorks

The Slow Book Salon, a recently formed group of WNC book arts enthusiasts, held their February meeting at Asheville BookWorks on Sunday, February 26th. Laurie Corral, Director of BookWorks, was delighted to facilitate the meeting, which focused on sharing works-in-progress and featured a group critiquing session. The Slow Book Salon has been meeting on a monthly basis since September of 2005, and the group has grown into a vibrant and active community of book artists / advocates. Over the past few months, Slow Book Salon activities have ranged from paper making to artfully journaling to gelatin printing. In addition, Slow Book Salon participants are pursuing several exhibition opportunities, both in the WNC area and beyond.

Each Slow Book Salon meeting presents a wonderful forum for participants to share information about upcoming events and opportunities in the book arts. If you'd like to join The Slow Book Salon mailing list, please send a message to info@ashevillebookworks.com with SLOW BOOK SALON

engaged and explored without the need for a studio.

Colin and Micah are both very interested and committed to using recycled and natural fibers in their paper making. In addition, both artists are outdoor enthusiasts who enjoy spending as much time as possible outside of the studio, searching for materials and inspiration for their work. Hence, Colin and Micah will encourage workshop participants to actively engage their environments as a part of the paper making process.

Students in the Paper Making classes will be introduced to the theory and history of paper making while learning the basics of the process. Students will make their own moulds and deckles and prepare pulp from found, recycled and natural materials. The class will then cast sheets from their pulp, learn how to successfully dry their sheets and discuss possible uses based on the resulting hand made paper.

Paper Making will be offered by BookWorks on two occasions this spring, once in April and once in May. Both workshops are two-day, weekend-long courses. We invite you to visit our Workshop page for more detailed class descriptions, and we hope you will also visit our Instructors page to learn more about artists Colin Frazer and Micah Pulleyn and their work.

Dates, times and fees for the upcoming spring Paper Making workshops include:

Paper Making
April 8 & 9
Saturday & Sunday
10:00 am - 5:00 pm (1 hour lunch break)
Instructors: Colin Frazer & Micah Pulleyn
$175 + materials fee

Paper Making
May 6 & 7
Saturday & Sunday
10:00 am - 5:00 pm (1 hour lunch

in the subject line. We'll add your e-mail to the list and you'll soon begin receiving updates as to upcoming meeting as and activities. The next Slow Book Salon meeting will take place in March and will focus on developing content for and within the book form. Please contact BookWorks for details regarding the date, time and location of the next meeting.

A Farewell to Studio Artist Steve Godwin

Directly following the February Slow Book Salon meeting, we said a bittersweet farewell to Studio Artist Steve Godwin with a send-off soiree at BookWorks. Steve is heading to the Vermont Studio Center for a month-long writing retreat, after which he'll spend several more weeks in New England. Steve will return briefly in April to wrap up a collaborative broadside project that he is producing together with poet and Warren Wilson Professor Sebastian Matthews and BookWorks' Director Laurie Corral. The broadside project is made possible by a Regional Artist Project Grant from the Asheville Arts Council. Steve will once again return to Asheville in June to focus on his book work, though the length of his stay has yet to be determined. We will miss Steve dearly and wish him the best of luck for this next leg of the Adventure. We hope his June return will be a permanent one. Our best to you from BookWorks, Steve!

Studio Space Available at Asheville BookWorks

Due to Studio Artist Steve Godwin's departure, we currently have two vacant Studio Spaces available for resident Studio Artists at BookWorks. Studio Space is available at a rate of $275 / month, which includes 24-hour access to the BookWorks studio and an incredible array of book making equipment. Please scroll down to the BookWorks Opportunities bar below to read more about this opportunity. If you're interested in having your studio in our space, please give us a call at (828) 255-8444 or send us an e-mail at info@ashevillebookworks.com. We hope you'll take advantage of this opportunity and help us fill the space in our studio and in our hearts. We miss you already, Steve!

Join the BookWorks mailing list and be kept up-to-date on all the events at BookWorks throughout the year.

break)
Instructor: Colin Frazer
$175 + materials fee

Archived Newsletters: January 2006 - February 2006

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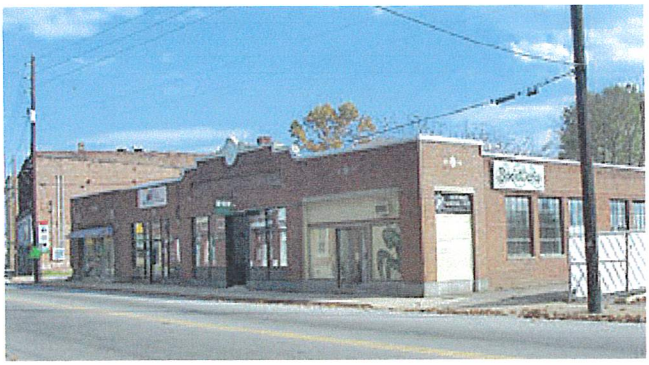
428 1/2 Haywood Road, West Asheville,
North Carolina 28806
(828) 255-8444
info@ashevillebookworks.com



BookWorks studio entrance is located at 428 1/2 Haywood Road. There is a Martial Arts studio at the corner of the building with a large praying mantis painted on the wall. Head, along the building wall, away from Haywood Road to our entrance which is about halfway back. (This access area is well lit and adjacent to the Ace Appliances parking lot.) We can send you a map of the Haywood Road area if you would like or visit www.onhaywood.com to view the area online. To download a pdf directional map, click here.

From East/Downtown Asheville

I-240 West (I-26 South) - **Exit 2:** Haywood Road - **Left** on Haywood Road (crossing over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

From I-40

Exit 47: Brevard Road/191 - Head **North** on Brevard Road/191 to Haywood Road - **Right** on Haywood Road (Continue until you cross over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

From North/I-26

I-26 South (19/23 South) to **I-240 West** (I-26 South) - **Exit 2:** Haywood Road - **Left** on Haywood Road (crossing over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.
link to onHaywood.com? request map - downloadable map

From South/I-26

I-26 North - **Exit 1B:** Brevard Road - **Left** on on Brevard Road/191 North to Haywood Road - **Right** on Haywood Road (Continue until you cross over 240) - BookWorks building will be on your Right, just past Ace Appliances - Continue past building for parking.

Parking

DO NOT PARK in the Ace Appliances lot during regular business hours.

Street parking is available along Haywood Road, unless signed otherwise.

For our **parking lot**, continue past the BookWorks building - Right onto **Richmond Avenue** - Right into gravel parking area - Stairs access to BookWorks.

The entrance alley in front of BookWorks can be used for unloading or handicap access. Please do not park in this area.

©2005 Asheville BookWorks

Join the BookWorks mailing list

BORDNER CONSTRUCTION

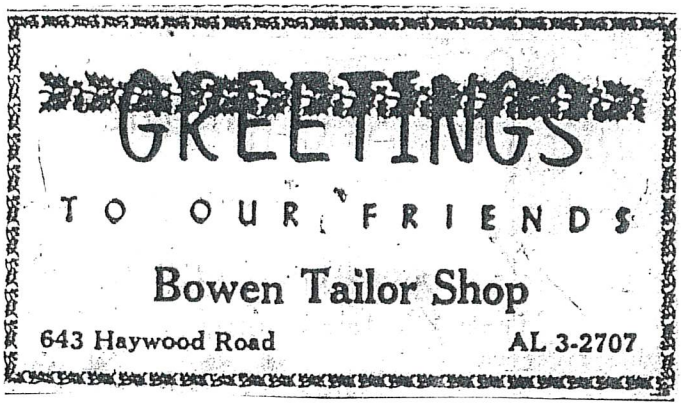
BUILDER
GENERAL CONTRACTOR

—●—

24 Majestic Ave (WA) Dial 3-3777

Asheville City Directory 1953

Asheville Times September 25, 1947



Asheville Citizen December 25, 1959

CONTRACTOR IN PAINTING, PAPER HANGING

"It Pays to Please"

LIGHT REPAIRS FHA LOANS IF DESIRED

JOHN R. BREWER

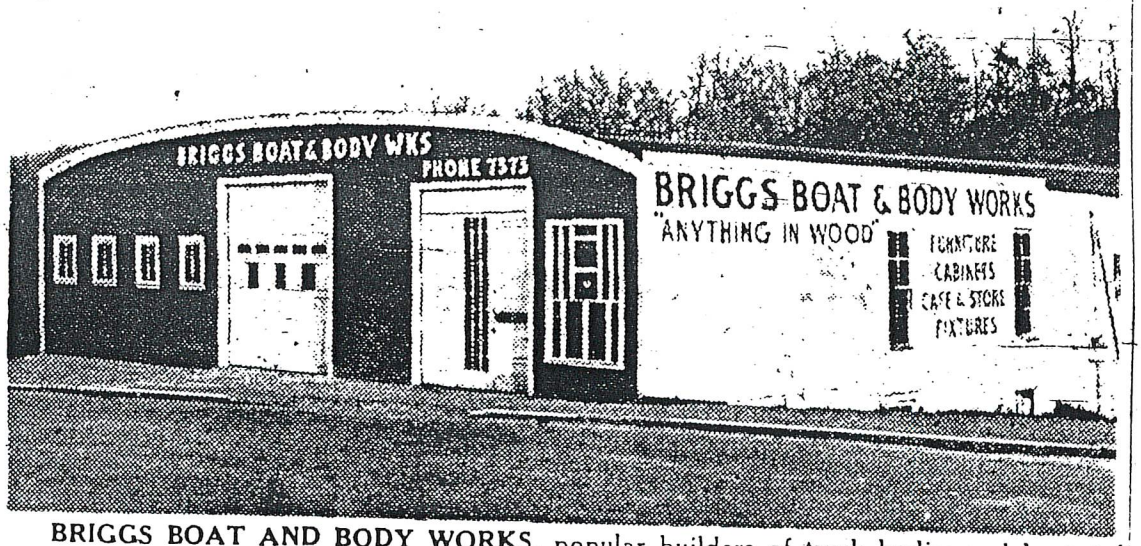
CONTRACTOR

RESIDENCE
2 Martin Ave.
Phone 6627

BUSINESS
290 Haywood Rd.
Phone 3-5966

Asheville City Directory 1953

BRIGGS BOAT AND BODY WORKS



BRIGGS BOAT AND BODY WORKS, popular builders of truck bodies and boats of all kinds. This plant is owned and operated by L. D. Briggs, a man of 23 years' experience in woodworking of all kinds and the slogan is "Anything in Wood." Boat hardware, marine paints, varnishes, glue and all kinds of wood are carried, and wood turning, carving and moulding are done to special drawings.

Asheville Times January 10, 1942

BRIGGS BOAT & BODY WORKS IS POPULAR PLACE

The Briggs Boat and Body Works, 156 Haywood Road, builders of truck bodies and boats of all kinds, is one of this sections most popular places. It maintains a complete cabinet, store fixture and furniture service, as well as building the finest reproductions of solid mahogany, walnut, cherry maple and other woods. These are built to order at surprisingly low prices.

Repairing and refinishing of the better type is also featured. Stocks of cedar, walnut, mahogany and many woods hard to obtain, are stocked at all times, and the home-crafter can find just what he wants here.

The Briggs Boat and Body Works is owned and operated by L. D. Briggs, who has had 23 years experience in woodworking of all kinds. Every job is guaranteed to be as represented, and the "patron must be pleased" is the Briggs motto.

Remember this fact- when you need a truck body, boat, cabinet or furniture—fine wood turning, carving and moulding to your drawing—Briggs does it! He also carries boat hardware, marine paints, varnished and glues, stake irons and bolts for truck bodies. A complete woodworking shop is in connection the slogan, "Anything In Wood." Phone 7373 and get a real service all estimates are FREE!

more customers are asking for Pabst by name instead of ordering just beer. The public is rapidly learning the difference between Pabst and beers with not-so-fine flavor, Mr. Hendrix, proprietor of Hendrix's, pointed out.

Fast curb service as well as rapid home delivery are featured by Hendrix's.

Asheville Times January 31, 1942

Briggs Has Solution To Transportation Problem

"With the tire situation becoming more critical every hour, auto owners are giving thought to future transportation problems," said L. D Briggs, of Briggs Boat and Body Works, 156 Haywood Road.

"In the course of time there may and there may not be solutions to this problem, but we feel that we are in a position to offer a suggestion that might prove valuable to some. We suggest a large or small group get together and work out transportation problems . . . then consult with us.

"We can build a body on any chassis to hold a number of passengers. This would be admirable for a group of persons working in the same mill, plant, store or any other place of business. Think of the tire saving this would assure and how economically each person could obtain comfortable and efficient transportation to and from work. We urge any auto owners interested in this plan to consult with us at once."

Due to the fact that this plant is not in the heart of the business section, work can be done at lower figures . . . but this work is of the highest efficiency and materials used are the best. Farmers and truck owners are urged to investigate Briggs' truck body plans . . . have new bodies placed on old trucks, sturdy bodies that will give service until the time when it may be possible to obtain new trucks.

The Briggs Boat and Body Works also specializes in store fixtures, cabinets and furniture working of all kinds. Complete lines of mahogany, walnut, cedar, cherry, maple and other woods are carried at all times. Get their estimates before having any of this kind of work done.

Asheville Times March 14, 1942

Briggs Boat & Body Makes Custom Built Truck Bodies

If you do truck hauling, own a truck, or plan to have a new body put on the one you now own, the Briggs Boat and Body Works, 119 Haywood Road, can be of service to you. This firm is probably the largest builder of custom built bodies in Western North Carolina. They build or repair anything from the simplest wooden stake body to the elaborate, welded, all-steel insulated, streamlined van bodies and freight trailers.

All bodies are custom-built to your specifications at surprisingly modest prices. This company has built dairy bodies for practically all of the larger dairies in most of the Southern states. They are the oldest active body builders in the city, starting at the very bottom and, by hard work and honest dealing, are now nationally recognized as one of the South's better designers and fabricators.

Although Briggs does not stress boat building they have on hand a large stock of marine plywoods, paints and glues for the homecrafter for boat building and repairs.

Large or small orders are given the same courteous attention, and Briggs states that "nothing takes the place of courtesy and experience."

If you are in need of any of the services that this firm has to offer you are urged to contact Briggs at the shop, 119 Haywood Road, or call 2-1451.

Asheville Times May 12, 1952

A. L. BRIGHT

General Merchandise

HAY, GRAIN AND FEED

West Asheville, N. C. (R. F. D. 3)

Brooks Cafe

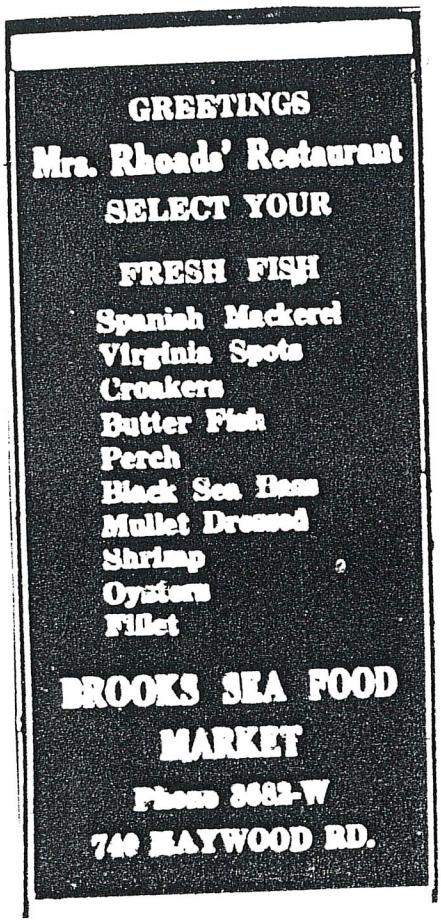
Chicken and Steak Dinners

794 Haywood Road

DIAL 9702

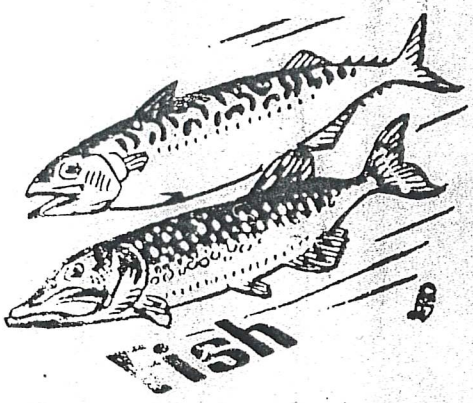
H. B. BRADLEY N. P. McGEE

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program



West Asheville News February 23, 1945

SELECT YOUR FAVORITE FRESH FISH



Spanish Mackerel, lb.	40c
Butter Fish, lb.	25c
Perch, lb.	35c
Croakers, lb.	21c
Black Sea Bass, lb.	35c
Mullet Dressed, lb.	30c
Oysters, pt.	75c
Oysters, Select, pt.	80c
Shrimps, lb.	65c

A Dozen Different
Varieties of Fillet

Brooks Sea Food Market

740 Haywood Rd. Phone 3682-W

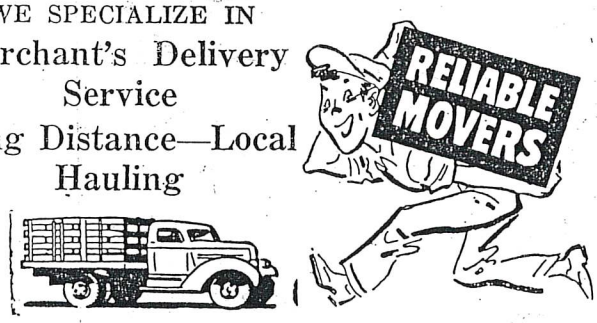
West Asheville News March 20, 1945

Large Crowds Inspect West Asheville Home

Large crowds inspected the new West Asheville home of Brownell-Dunn, funeral directors, at its formal opening Friday and Saturday, it was announced yesterday. The home which is located at 756 Haywood road, was open from 3 until 5 o'clock in the afternoon and from 8 until 10 o'clock in the evening. Arthur E. Dunn is manager.

Asheville Citizen May 5, 1929

WE SPECIALIZE IN
Merchant's Delivery Service
Long Distance—Local Hauling



We Specialize in
FRIGIDAIRES, STOVES, STORE FIXTURES
Equipped To Handle Heavy Equipment

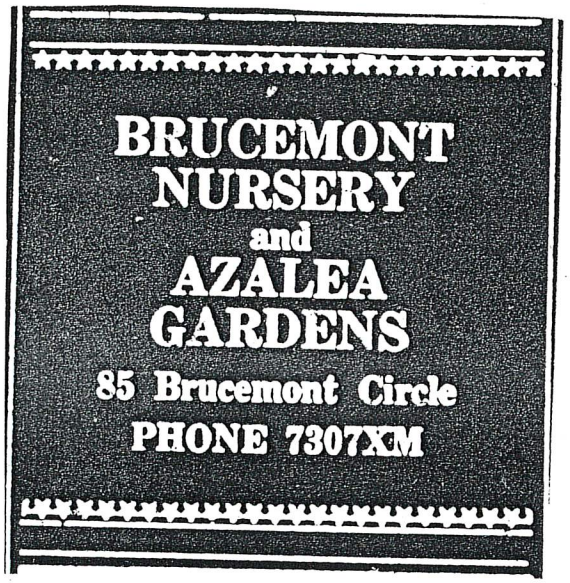
NOTARY PUBLIC

BROWN'S BAGGAGE SERVICE
General Hauling

596-598 Haywood Road — West Asheville
Day Phone 3481-J — Night Phone 5044-J

Asheville City Directory, 1947

Asheville Citizen March 30, 1951



West Asheville News February 8, 1946

West Asheville News February 23, 1945

Builders Supply & Coal Company

INCORPORATED

Lumber - Hardware - Paints - Coal

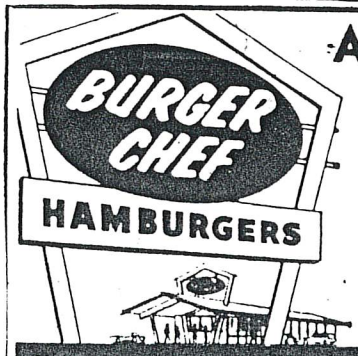
1281-1291 HAYWOOD ROAD TELS. 296, 824

Compliments of

BUILDERS SUPPLY & COAL CO., INC.

1285 Haywood Road Phone 8763

The Asheville (N. C.) Times, Saturday, Nov. 23, 1963

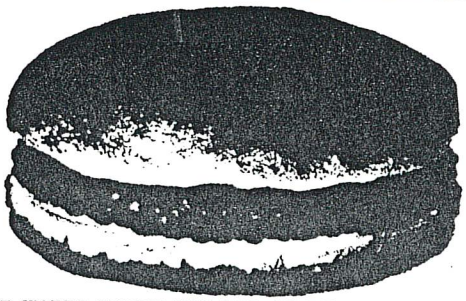


A MEAL FOR

45c

- DELICIOUS BROILED HAMBURGER
- GOLDEN BROWN FRENCH FRIES
- THICK MILK SHAKE

Cold Drinks — — 10c & 20c
Coffee — — — — — — 10c
Milk — — — — — — 12c



BLUE WATER BONED HOT FISH SANDWICH — — 29c
BROILED CHEESEBURGER — — — — — — — 20c

WE ARE LOCATED ON U.S. HIGHWAY 19-23 WEST BETWEEN WESTGATE AND SKY CITY

Home of the Worlds Greatest 15¢ Hamburger!

Bruce Emory Research

Asheville Citizen July 1964

Bruce Emory
Research

BURGERMEISTER'S
225-2920
Sun - Thurs
11:30 am - 11 pm
closed tuesdays
Fri & Sat
11:30 am - 1 am
697 Haywood Rd - West Asheville

Bury Me Naturally Down To Earth Burial Products

Rychlá navigace: obsah, navigace.

- Home
- Wood Caskets
- Biograde Series
- Basket Caskets
- Artistic Installations
- WNC Services
- Links
- Contact

Bury Me Naturally is a collection of 100% biodegradable caskets and coffins.

They are suitable for cremation as well as any natural burial, woodland burial or 'green' burial.

Download Brochure

• We are happy to answer questions, help the planning process, or jump into action if you need immediate assistance.
• Bury Me Naturally offers a wide array of services. Please come visit our airy and cheerful storefront.
Look for the large green arched windows.
• Open Monday-Saturday 10 am-4pm. We are also available on call 24 hours a day, 7 days a week
• Located 6 minutes from downtown Asheville, NC (directions)

(828) 776-7464

227 Haywood Rd. Asheville, NC 28806

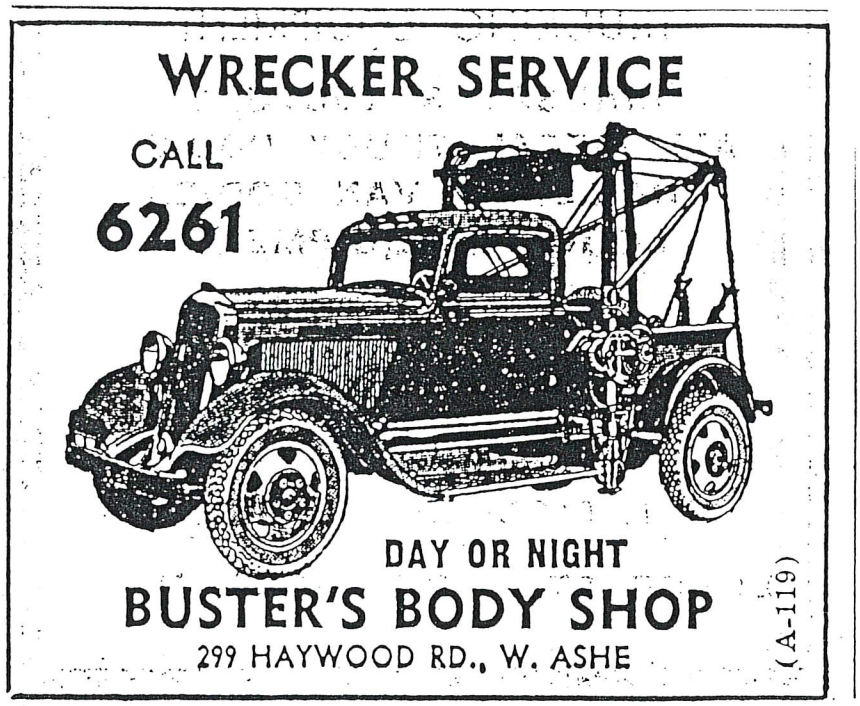
- Natural Wood Caskets

- Biograde Series

- **Basket Caskets**

"Life is better than death, I believe, if only because it is less boring, and because it has fresh peaches in it."
~Alice Walker

Copyright © 2009 Bury Me Naturally · 227 Haywood Ave. Asheville, North Carolina 28806 · Green Burial, Natural Burial, and Woodland Burial Products



Asheville City Directory, 1947

Buster's Body Shop

DIAL 23041 — NITE - DAY

EXPERT AUTO PAINTING
24 Hour Wrecker Service
Quality Workmanship
Electric Welding

299 Haywood Road

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

DIAL 9551

BYNUM'S GULF SERVICE

267 HAYWOOD RD. ASHEVILLE, N. C.

ROAD SERVICE — TIRE REPAIR — LUBRICATION
WASHING AND POLISHING — MOTOR TUNE UP
BATTERY SERVICE — AUTO ACCESSORIES
GULF TIRES AND BATTERIES

1949 Standard Railway Employees Seniority List

THE ASHEVILLE CITIZEN, Wed., Oct. 7, 1970

New Clothing Store To Open

Byrd's Inc., a new "family type clothing store," has been given a tentative opening date of Nov. 1 by its owner, Grady Byrd Jr., of Asheville.

The new business at 805 Patton Ave., was chartered Aug. 1 under the state's articles of incorporation by Bryd, son of Grady Byrd Sr. who opened Efird's Department Store here in 1928.

Byrd is organizer, president and manager. His wife, the former Margaret Freeman of Asheville, is secretary.

The 10,000-square-foot store, which Byrd envisions as the first of several in the Asheville area, will be housed in a new one-story brick building constructed by H. M. Rice and Sons of Weaverville. J. Bertram King of Asheville was architect.

Construction has been completed and the building is now being stocked for the opening in time for the Christmas shopping season, Byrd said.

Initially, the store will be staffed by eight to 10 employes and will feature clothing for men and women. Plans call for the stock to be expanded next spring to include children's

Byrd said the store will offer nationally advertised brand names in the medium price range.

Byrd prefers to call his business a family clothing store.

"It will not be a specialty shop nor a department store in the traditional sense although specialized service will be provided at moderate prices on family clothes," Byrd said.

Previously, Byrd was associated with Belk stores, having joined the Belk-Hudson stores in Spartanburg, S. C., following his graduation from Wofford College there.

Later he worked for Belk stores in Birmingham, Ala., and in 1964 returned to Asheville where he became assistant manager and merchandise manager for Belk.

He is a member of the Asheville Lions Club and resides with his wife and three children at 19 Brookside Rd.

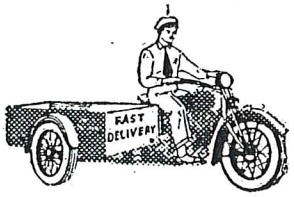
Asheville Citizen October 7, 1970

C & H GROCERY
985 Haywood Road
City-Wide Delivery
FRESH GROCERIES - MEATS
PRODUCE - POULTRY - FISH
FROZEN FOODS
Free Delivery — Open All Day Wednesday
Phone 8193

Asheville Citizen March 30, 1951

C & H GROCERY

NEIGHBORHOOD DELIVERY



GROCERIES
MEATS
POULTRY
PRODUCE
FISH
FROZEN FOODS

Dial **8193**

AND COUNT THE MINUTES

985 HAYWOOD RD. - W. ASHEVILLE

(G-34)

CAPT. BILL'S GARDEN

DINE AND DANCE

OPEN AIR PAVILLION

DANCING

Sandwich Specialists

RESTAURANT

SIZZLING STEAKS - BARBECUE
SPAGHETTI - REGULAR DINNERS
BEVERAGES OF ALL KINDS
AMPLE PARKING SPACE
1045 HAYWOOD RD., W. ASHE., Call 9192
(R-28)

R. W. CARNEY
GARAGE
Auto and Truck Servicing
Pick-Up and Delivery Service
Tow Service
Reasonable Prices
Open 8:00 to 5:30
Dial 3-3280
135 SULPHUR SPRINGS RD.
W. ASHEVILLE
(A-236)

West Asheville News April 13, 1945

COAL

Selling good coal may not be the most important work in the world, but we've found sentiment in every shovelful . . . and honesty DOES pay.

When we tell you our coal is clean and full-weight, you can rest assured it is so.

J. G. McCracken, Mgr.

PHONES
1412 -- 1418

CASH COAL CO.

GOOD CLEAN COAL
638 HAYWOOD ROAD

Asheville Citizen December 12, 1937

COAL

Selling good coal may not be the most important work in the world, but we've found sentiment in every shovelful . . . and honesty DOES pay.

When we tell you our coal is clean and full-weight, you can rest assured it is so.

J. G. McCracken, Mgr.

PHONES
1412 -- 1418

CASH COAL CO.

GOOD CLEAN COAL
638 HAYWOOD ROAD

CASH COAL CO

FRANK E. BARNARD. President

"GOOD CLEAN COAL"

Honest Weight

Call 1412

1668 Haywood Road

West Asheville, N. C.

CORBIN E. REEVES, Manager

West Asheville News March 15, 1946

CASH COAL COMPANY

FRANK E. BARNARD, *Pres.*

GOOD CLEAN COAL

1668 Haywood Road

Box 6156 West Asheville, N. C.

West Asheville Yard, Tel. 2-3271

CASSETTE DUPLICATION SERVICES

GREAT NEWS

We've moved lock, stock, and barrel...

REMEMBER
OPEN HOUSE
FRIDAY, MAY 7, 2004
2 PM – 5 PM

REFRESHMENTS WILL BE SERVED.

ALSO WE WILL HAVE
A FREE DRAWING FOR
DINNER FOR TWO
AT THE GROVE PARK INN.

ALL ATTENDEES ELIGIBLE.

We've Moved

CDS has outgrown it's home!!!

The continued growth CDS has experienced over the past few years along with the ever increasing changes we encounter in the audio, video, CD and DVD duplication business, has taken Cassette Duplication Services to new limits!!! We've moved from our home based business of 11 years to a wonderful new location at 167-A Haywood Road in West Asheville. Please join us for open house on Friday, May 7th from 2-5 PM as we celebrate the opening of our new facility. (SEE BACK PANEL FOR MORE DETAILS)

Terry and Bobbie Fisher

Cassette Duplication Services
167-A Haywood Road
Suite 100
Asheville, NC 28806

Phone: 828.258.1337
Fax: 828.259.9083
www.tapedupe.com
email: casdup@bellsouth.net

And file cabinets, computers, copy machines, and tapes, tapes, tapes!!!

Asheville City Directory, 1947

West Asheville News April 13, 1945

Children's Shop Has Birthday Party Tomorrow

Mrs. Betty Johnson is planning to celebrate the first anniversary of The Children's Shoppe, 643 Haywood Road, with an open house tomorrow. Guests will be welcomed between 9 o'clock in the morning and 9 o'clock at night. Mrs. Johnson announces that a substantial discount will be allowed on all purchases made tomorrow, March 16. It is planned to give hourly prizes and also favors for the children. Mrs. Alma Henry is assisting Mrs. Johnson with arrangements.

In the one year that The Children's Shoppe has been operating, it has made a name for itself the selling of children's clothes of all kinds, and customers are attracted from all sections of the county. Orders are also mailed to many distant cities. Many visitors in Asheville are so well pleased with the designs of dresses and suits on sale that they reorder from their homes.

Mrs. Johnson makes a special effort to study each prospective customer and select designs and colors most suitable to each child. special attention and courtesy She attributes her success to given each patron.

West Asheville News

One Year- Old Celebration
Saturday, March 16

9:00 A. M. to 9:00 P. M. With
ROUND THE CLOCK PRIZES

All our friends are invited to attend. We are offering a substantial discount on all goods purchased. Free prizes every hour and favors for the children.

THE CHILDREN'S SHOPPE
643 HAYWOOD ROAD

West Asheville News March 15, 1946

West Asheville News April 5, 1946

A COMPLETE LINE

OF

White Dresses

FOR

All Occasions

SIZES 1 THRU 14

$2.98 thru $8.98

THE CHILDREN'S SHOPPE

643 HAYWOOD ROAD

West Asheville News May 3, 1946

Architects

CHUNN C H, w Ashe Bank Bldg
w Ashe

Chas. H. Chunn

ARCHITECT

Building Plans and Supervision

W. Asheville Bank Bldg.
West Asheville

Res. Phone 250

Asheville City Directory 1918

CITY COAL & FUEL OIL CO.

- COAL
- FUEL OIL
- WOOD
- KINDLING

BAG COAL DELIVERED

Dial 9715

194 Haywood Rd., W. Ashe.

HOME DELIVERY

(C-227)

Office Phone 279—7221

Residence Phone 6393-J

Clayton & Hyer Funeral Directors, Inc.

Successors To

HARE'S FUNERAL HOME

Cor. Haywood and Michigan Ave.

WEST ASHEVILLE, N. C.

SERVICE DAY AND NIGHT

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

Asheville Citizen
December 22, 1928

In appreciation of the friendly good will that makes it possible for us to know and serve you, we extend Hearty and Sincere Wishes for a real Merry Christmas and Prosperous New Year.

CLOVER FARM STORES

CLOVER FARM NATIONAL BRAND HIGH GRADE FOOD PRODUCTS

National Headquarters CLEVELAND, OHIO

In appreciation of the friendly good will that makes it possible for us to know and serve you, We extend Hearty and Sincere Wishes for a real Merry Christmas and Prosperous New Year.

Ready to Supply Your Christmas Table:

Our assortment of the best in foods is so abundant that a visit to your nearest Clover Farm Store will settle the Christmas food question, and assure you of a variety and quality that will mean a great saving and satisfaction.

ORANGES Hand Picked, Selected, Graded stock. Don't purchase until you have seen Clover Farm Oranges. 20c, 29c and 35c per dozen

NUTS Fancy Mixed Per pound 29c
No. 1 Diamond Walnuts Branded, Pound 35c

LETTUCE, Iceberg, Per Head 10c

ISN'T SHE A BEAUTY?

Come in and let us explain to you how you can get this beautiful $2.50 Doll for 99c

DATES
Clover Farm
Small package 10c
Large package 23c

PRUNES
Extra Large Pound
12½c

RAISINS
Sunmaid, 2-lb. Pkg.
20c Pkg.

Cranberry Sauce
Tall Cans Ocean Spray
23c

Mince Meat
Clover Farm Condensed, Package
15c

Perfect Fruit Cake All Sizes. Per Pound 85c
Properly aged and preserved, packed in beautiful lithographed tins . . nothing else like it.

PEAS Sweet Mellow, No. 2 Can
New York State Grown. We consider this the best quality ever offered at 15c

Sliced Peaches 10c
Special 8-oz. Tin. Lusk's Delicious

GRAPE JUICE
Clover Farm, Small bottles . . . 10c

MAYONNAISE
Henard's 8-oz. jars. Finest Maletto, Jar 23c

PICKLES
Quart Jars, Lusco Brand
Quality Product, Jar 39c

PANCAKE FLOUR
Clover Farm, Plain or Buckwheat, Package 12½c

MACARONI
Naborhood, Largest selling brand on the Asheville market. 3 FOR 15c

MAZDA LAMPS
Westinghouse
15-20-40 Watt 20c
50-60 Watt 22c

TOILET PAPER
Clover Farm
3 Large Rolls 25c

C. F. SPECIAL FLOUR
Pure Soft Wheat Grind. Every Sack Guaranteed.
24-lb. sack $1.05

BREAD
Clover Farm, ASHEVILLE BAKED, Pullman Loaf 10c

MAYPOLE BRAND
Pure Soft, Wheat Flour, 24-lb. bag 95c

Vacuum Pack Coffee
No Finer Blend Produced. Per Lb. 55c

CLOVER FARM STORE AT HORNEY HEIGHTS opens this week, a market, with complete line of Fresh Meats.

CLOVERLEAF

Restaurant & Drive In

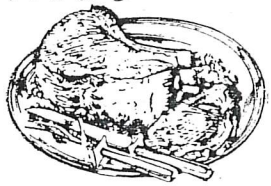
New Patton Ave. & Hazel Mill Rd.
Open Daily 7 A. M. Until Midnight
Specializing in Western Steaks
Seafood & Pan Fried Chicken

SUNDAY DINNERS
Served From Noon Until Nine P. M.
Special Plates and Price
For Children

Cloverleaf Famous For Cloverleaf

• PRIME WESTERN BEEF
• PAN FRIED CHICKEN

Lucky Find
in
Fine Food



Open 7 A. M. to Midnight
Dining Room & Car Service
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From "*The Emmatonian*", Emma High School annual, 1953

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Asheville Citizen December 12, 1937

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We have all the necessary accessories in feminine wear for Easter.

Handbags
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SUZIES
CASUAL
Sandals
.. in all colors ..
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4.95

SPRING STYLES
in
House Dresses
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West Asheville News April 5, 1946

Wednesday, Sept. 15, 1948

Asheville Citizen September 15, 1948

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- SHOES
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"West Asheville's Oldest"

717 Haywood Rd. Dial 2-2521

Asheville Citizen September 6, 1951

Cobble's Department Store

"West Asheville's Oldest"

717 Haywood Road

SHOES FOR THE FAMILY

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

W. E. MICHAEL

★ ★ ★

Ed Michael Dies In City At Age Of 61

W. E. (Ed) Michael Jr., 61, owner and operator of Cobble's Department Store at 717 Haywood Rd., died at 4 a.m. Sunday in an Asheville hospital following a brief illness.

Mr. Michael had been active for many years in church, lodge, civic service club and business affairs in West Asheville.

A resident of Asheville since 1906, he was born Dec. 2, 1900, in Rowan County, the son of Mr. and Mrs. W. E. Michael Sr.

His first job was as a carrier for the old Asheville Gazette. Mr. Michael attended the Asheville city schools and studied accounting and was engaged in the drug business in West Asheville for 34 years.

Upon graduating from high school, he was for a time associated with Bilbro's Pharmacy, owned and managed by Quenton T. Bilbro. Mr. Michael was later associated for 18 years with Dan W. Foster in operation of the Palace Drug Store.

In 1948 he purchased Cobble's Department Store, one of the oldest department stores in West Asheville.

Mr. Michael was married in 1929 to Miss Margaret Frances Smith of Charleston, S. C., and resided at 19 Brucemont Circle

Since serving as District 31-A Governor of Lions Clubs in 1956-57 for WNC, Mr. Michael held the position of international counselor for Lions International.

He was a past president of the West Asheville Lions Club, a former Zone Chairman, Deputy District Governor, and District 31-A Cabinet secretary-treasurer for WNC Lions Clubs.

A charter member and first president of the West Asheville Club, Mr. Michael had compiled a perfect attendance record, was a Key Member and had received an extension award from Lions International.

Mr. Michael was a past master of the John A. Nichols Lodge No. 650, AF and AM, and had served as chairman of the West Asheville division of the United Fund of Asheville and Buncombe County.

He had been a member of the Review Board of the Buncombe County Committee on Public Solicitations.

Mr. Michael was an active member of the West Asheville Business Association, the Asheville Chamber of Commerce, the West Asheville Presbyterian Church, was a former member of the board of trustees and secretary of executive committee of the Asheville Orthopedic Hospital.

He had also served as a member of the board of trustees and finance committee of the West Asheville Masonic Lodge.

Surviving, in addition to the widow, are the mother, Mrs. Alda S. Michael Sr. of Asheville; one brother, Morris S. Michael of Asheville; three sisters, Mrs. T. A. Gamble and Mrs. Eulala Sluder of Asheville and Mrs. Clara M. Johnson of Alexandria, Va.

Services will be held at 3:30 p.m. Tuesday in the West Asheville Presbyterian Church. Dr. W. G. Thomas, pastor, will officiate. Burial will be in Forest Lawn Cemetery at Enka.

Active pallbearers will be Dan W. Foster, Elmer Blake, Norman Trueblood, Morris May, Dan S. Judd and Robert R. Barnes.

Honorary pallbearers will be Robert W. Easley Jr., Mike W. Brown, Judge Sam Cathey, F. Jack Cole, Troyl B. Dysart, Dr. S. S. Fay, Hubert Kanipe, Floyd L. Miles, Irwin Monk, Herbert Noble, G. H. Rhodes, Charlie Spencer, Roy A. Taylor, Dr. Paul Young, Judge W. A. Hart, Bill Shull, Lawrence E. Stoker, R. F. Moody.

Members of the District 31-A Lions Club cabinet, John A. Nichols Masonic Lodge, and past and present members of the N.C. State Lions Club Council also will serve as honorary pallbearers.

The body will remain in Groce Funeral Homel chapel until taken to the church to lie in state 30 minutes prior to services.

Mrs. Cole's Home Beauty Shoppe

FORMERLY WITH MRS. CRUISE

Mrs. Cole is a graduate in all kinds of Beauty work. Has had seven years experience in Hair Dressing Professions, Hair Cutting, Facial and Scalp Treatment, Shampooing, Hair Coloring, Water Waving, and specializes in Marcel Waving and Circuline Permanent Waving.

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HOME INFO CLIENTS CONTACT US

General Info

Staff:
Aaron Price
Jeff Knorr
Grant Cuthbertson
Allen Bodenheimer

Address: 503 Haywood Rd, Asheville NC 28806

Phone: 828 255 0502

Email:
Aaron Price<aaron@collapseablestudios.com>
Jeff Knorr<jeff@collapseablestudios.com>
Grant Cuthbertson<grant@collapseablestudios.com>
Allen Bodenheimer<allen@collapseablestudios.com>

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CD captures music scene of Asheville

Compilation taps several genres thriving in area

By Jedd Ferris
CITIZEN-TIMES CORRESPONDENT

Local music scenes can be fickle. Artists come and go. But Asheville seems to be riding a high point right now, burgeoning with a refreshing eclecticism that moves from folk to pop to funky Motown to rock and everything in between.

Two local producers recently decided to document the current period in a "best of" Asheville compilation. "Peaks and Curves: Music from Asheville" was organized by Aaron Price and Bill Reynolds (former bassist of the Blue Rags, now touring with Donna the Buffalo) of West Asheville's Collapseable Studios and features the music of 16 acts offering a sleek compendium of the wide range of genres that are filling local clubs and bars.

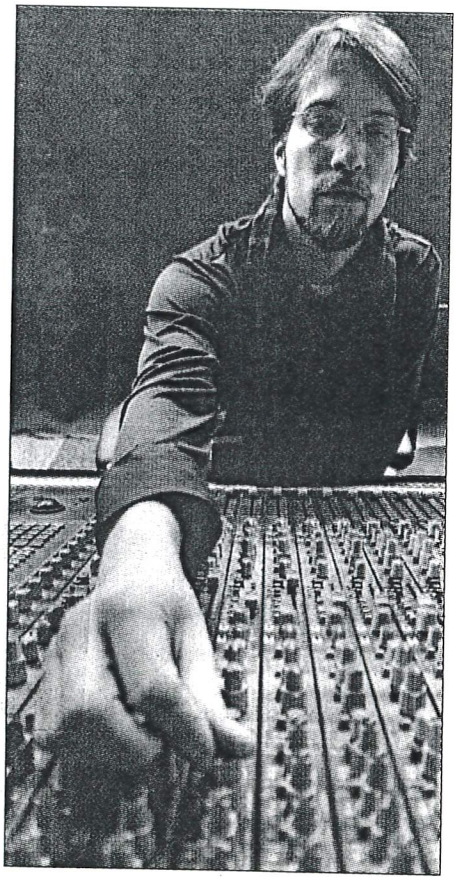
Inside

Profiles of musicians featured on "Peaks and Curves: Music from Asheville" are on **Page D3**.

"I have a good relationship with the bands in town," Price says. "I wanted to put something together that would be a good networking tool for them. With the increasing variety, I think the scene now is the best I've seen it. I came into the town knowing that it had a serious old-time preservation community, but now we have a hip-hop scene and some great rock is getting turned out. People are definitely working hard."

The artists on the disc include Black Eyed Dog, Granola Funk Express, Allison King, Menage, George Terry and the Zealots, Paperboy, Free Planet Radio, Abe Reid and the Spikedrivers, Drug Money, Stephanie's Id, Malcolm Holcombe, Hollywood Red, Tyler Ramsey, AP, Mad Tea Party and the Choosy Beggars. The latter seven will perform tonight at a CD release party for the album tonight at The Orange Peel.

Not going to the show? Price says the CD is available at many independent record stores around town.



CITIZEN-TIMES FILE PHOTO

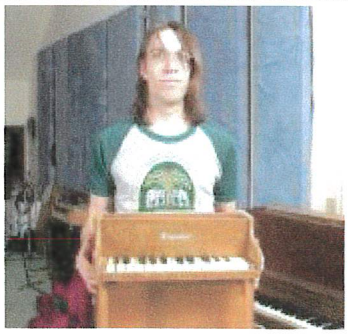
Aaron Price of West Asheville's Collapseable Studios produced the compilation CD, "Peaks and Curves: Music from Asheville."

Asheville Artist Pages

Aaron Price (aka AP)

JukeboxAlive!
IMAGE GALLERY
VIEW VIDEO
LISTEN TO AUDIO
VIEW BLOG

ADD TO MyFAVORITES
FORWARD THIS PAGE
CONTACT MEMBER



Contact Information:
Aaron Price
Box 2212
Asheville NC 28802
United States

Phone 828-255-0502

http://collapseable.com

Description

Aaron Price is one of Asheville, North Carolina's most recognized and respected musicians. Known as a performer, instrumentalist for-hire, composer of theater score, few musicians anywhere boast the breadth of expertise, talent, a Mountain Express has named "the man behind the Asheville Sound." Having played on or produced numerous local own Collapseable Studios in West Asheville, Aaron has designated the JukeBox Alive site as his outlet for original m special releases.

Profile and Credentials

Aaron has produced and collaborated on over 30 albums released by local and regional acts including Scrappy Han Catherine Irwin (Thrill Jockey Records/Chicago), Acoustic Syndicate, Country Blues legend Jessie Mae Hemphill, A Money, and Hollywood Red to name a few. He has written musical scores for theater productions by two local theat musical director on several muscials, including The Who's Tommy in 2004. He has toured internationally with caber dancer Ira Bernstein and under his own name as a multi-instrumentalist, showing equal expertise on piano or guitar. featured on local roots radio station WNCW.

You are visitor 372

Aaron Price (aka AP)

The Long Grift

* Ap Gallery 1;

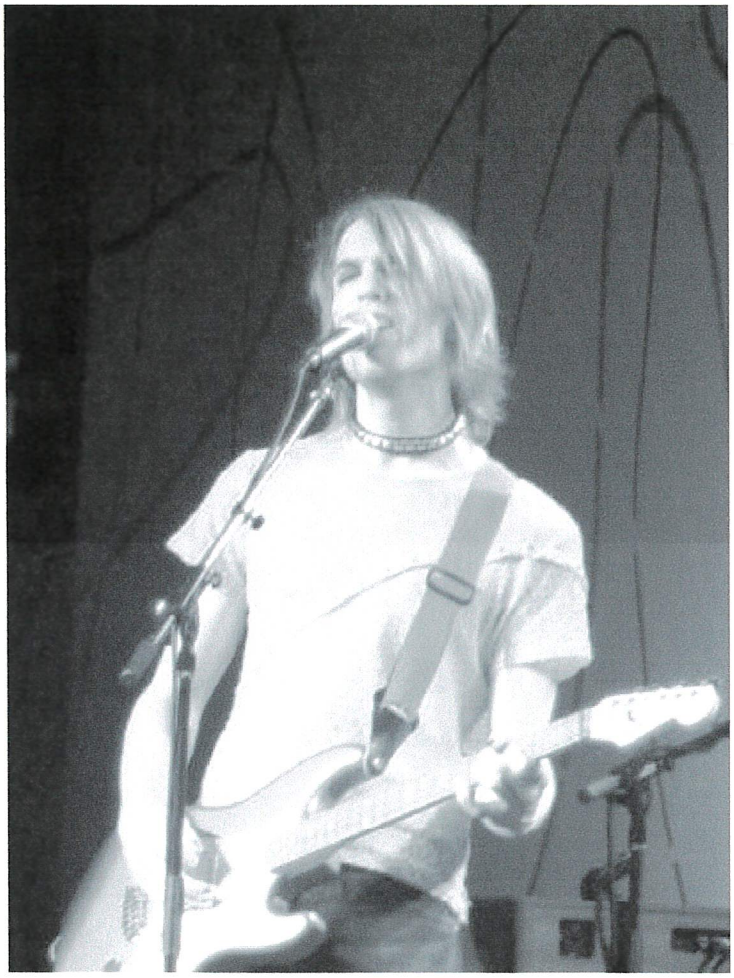


Photo by Zed Sutherland (if anyone knows how I can reach Zed please let me know). Taken at The Orange Peel during a revival of NC Stage Company's production of "Hedwig and the Angry Inch". I played the musical director, Skjpsk.

"');:>

"The Long Grift"

"Eddie Cane"

"The Grey Eagle"

"Behind the curtain: Robot"

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12 ARRESTED IN WEST ASHEVILLE GAMBLING RAID

Operator Of Lunchroom Makes Bond Of $200

After about three weeks of watching and work, police last night reported they invaded a triple-doored room back of the Couch lunchroom at 495 Haywood road, West Asheville, and arrested more than a dozen men. Jack Couch, operator of the lunch room, was charged with operating a gambling game, Police Chief Dermid said.

All men taken in the raid were brought to police station. Couch made bond of $200 for his appearance in police court tomorrow morning. The other men were charged with aiding and abetting. Police confiscated a quantity of equipment in the room, including tables, chairs, and cards. A small sum of money was taken from one of the tables.

Police Chief Dermid said the department has had numerous complaints from West Asheville citizens in recent weeks relative to the place raided. He explained that, due to the barriers to the room in question, it was a hard matter to gain entrance without warning the players. This was successfully negotiated last night at 10:30 o'clock, however.

Asheville Citizen March 23, 1941

COWAN MOTOR SERVICE
CLAUDE L. COWAN
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1050 HAYWOOD ROAD
Dial 3-7011 Night Dial 3-8359

1949 Standard Railway Employees Seniority List

$500.00 REWARD!

For A West Asheville Citizen, Who Cannot Find

CRAVEN'S NEW DRUG STORE

In the Wells Building at the End of the Car Line

A full line of Patent Medicines, Toilet Articles and Stationery. Agents for Ansco Kodaks and Supplies—Block's Candies, fresh from Atlanta every week. Up to the minute in Hot and Cold Drinks. Quick service to autoists. A complete Prescription Department, equipped with hot and cold water—every bottle sterilized. We exercise only the most careful and accurate methods of compounding. All prescriptions are filled by a registered druggist and pharmacist.

PHONE 3091 FOR QUICK SERVICE

Craven's Drug Store, 728 Haywood Road

Bruce Emory
Research

The Duff Family in Asheville

And Incidentally Show Much Skill in Supplying Their Wants

"Poor little Danny. When I returned home I found him awfully sick. Helen and Olivia were scared to death. The only thing that saved his life was that Helen had presence of mind to call Craven's Drug Store and get some Baby Ease and other remedies to help his cold."

CRAVEN'S DRUG STORE

Wells Building, West Asheville—End of Car Line.

Phone 3091. Phone 3091.

YOU PEOPLE

of

WEST ASHEVILLE

GET YOUR CAPSULES

BEFORE

The "Flu" Gets You

All Prescriptions

Filled by Registered Pharmacists

CRAVEN'S

DRUG STORE

Wells Building WEST ASHEVILLE Phone 3091

Night Clerk Over Store

Asheville Citizen October 13, 1918

PHONE 3091

Craven's Dependable Drug Store

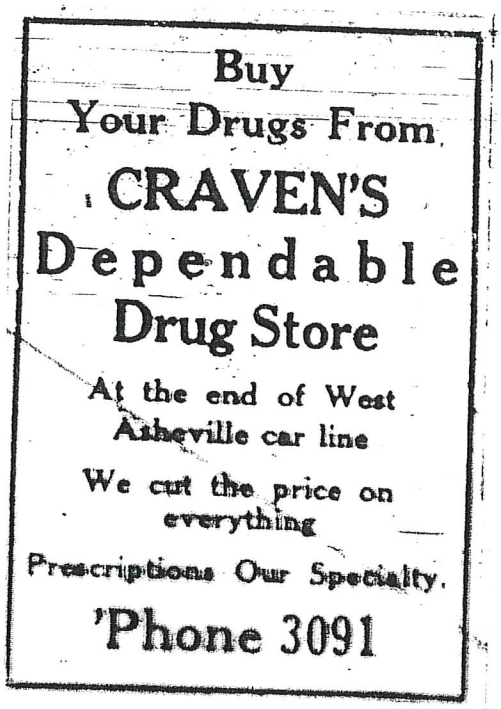
STOCK AND SERVICE SECOND TO NONE

END WEST ASHEVILLE CAR LINE

PRESCRIPTION SPECIALTY

Ford Delivery

From "The Skylander", West Asheville School student publication, May, 1922



Asheville Citizen May 28, 1922

1c DRUG & TOILET ARTICLE SALE

Monday Only

Nyal and Red Cross Preparations

2—50c Red Cross Face Powder.....51c
2—30c Red Cross Face Cream.....31c
2—25c Red Cross Tal. Powder.....26c
2—75c Red Cross Delima Face Powder, (French).....76c

Nyal

2—50c Nyal Face Powder (Peacock).51c
2—75c Nyal Face Powder.....76c
2—50c Nyal Nylotis Face Powder (French).....51c
2—50c Nyal Nylotis Talcum Powder (Peacock).....51c
2—35c Baby Talcum Powder (Stork) 36c
2—25c Nyal's Foot Powder (Esm)...26c
2—75c Nyal's Hirstone (Hair Tonic).76c
2—75c Nyal's uinine and Sage (Hair Tonic).....76c
2—60c Massage Cream (Peacock)....61c
2—50c Nyal's Facial Soap (Nysis)....51c

Perfumes

1 ounce White Rose Perfume (Agra) —Former price $2.00, now....$1.01
1 ounce Carnation Perfume, Former price $2.00, now.....$1.01
1 ounce Honeysuckle Perfume, (Agra)—Former price $2.00, now $1.01
1 ounce Nyratia Perfume (Agra)— Former price $2.00, now.....$1.01
1 ounce Nylates Perfume (Agra)— Former price $2.00, now.....$1.01

Patent Medicines

2—$1.25 Kalation.....$1.26
2—$1 Tonic Bitters with Iron.....$1.01
2—$1.20 Malt, Wild Cherry and Codliver Oil Compound.....$1.26
2—$1.25 Nyal's Hot Springs Blood Tonic (Like 3 SSS).....$1.26
2—60c Pepsin Cordial for Indigestion.....61c
2—$1.25 Stone-root Kidney Remedy $1.21
2—60c Eczema Lotion.....61c
2—35c Sore Throat and Antiseptic Mouth Wash.....36c
2—35c Liver Salts.....36c
2—30c Liver Regulator.....31c
2—50c Cascara Laxative.....51c
2—60c Podocen (Liver Tone).....61c
2—60c Liver Stimulator (Vegetable Tonic).....61c
2—$1.20 Syrup of Hypophosphate..$1.21
2—60c Milk of Magnesia.....61c

And many other praparations and Toilet Articles too numerous to mention. War Tax to be added., Reduced prices on all Prescriptions.

One Biltmore Ice Cream Cone with every cash purchase of one dollar or more

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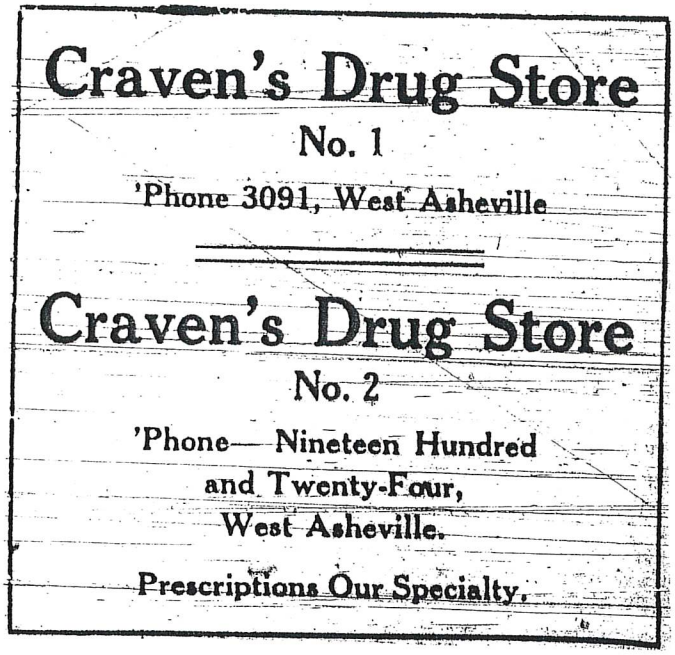
Prescriptions Our Specialty

Exclusive West Asheville Agent for Biltmore Ice Cream

We carry Carolina Cream Also **Phone 3091**

Stock and Service Second to None

Asheville Citizen June 26, 1922



Asheville Citizen September 4, 1923

Asheville Citizen January 4, 1957

Asheville City Directory, 1947

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Asheville City Directory, 1947

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1949 Standard Railway Employees Seniority List

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August 8-9, 1954 Program

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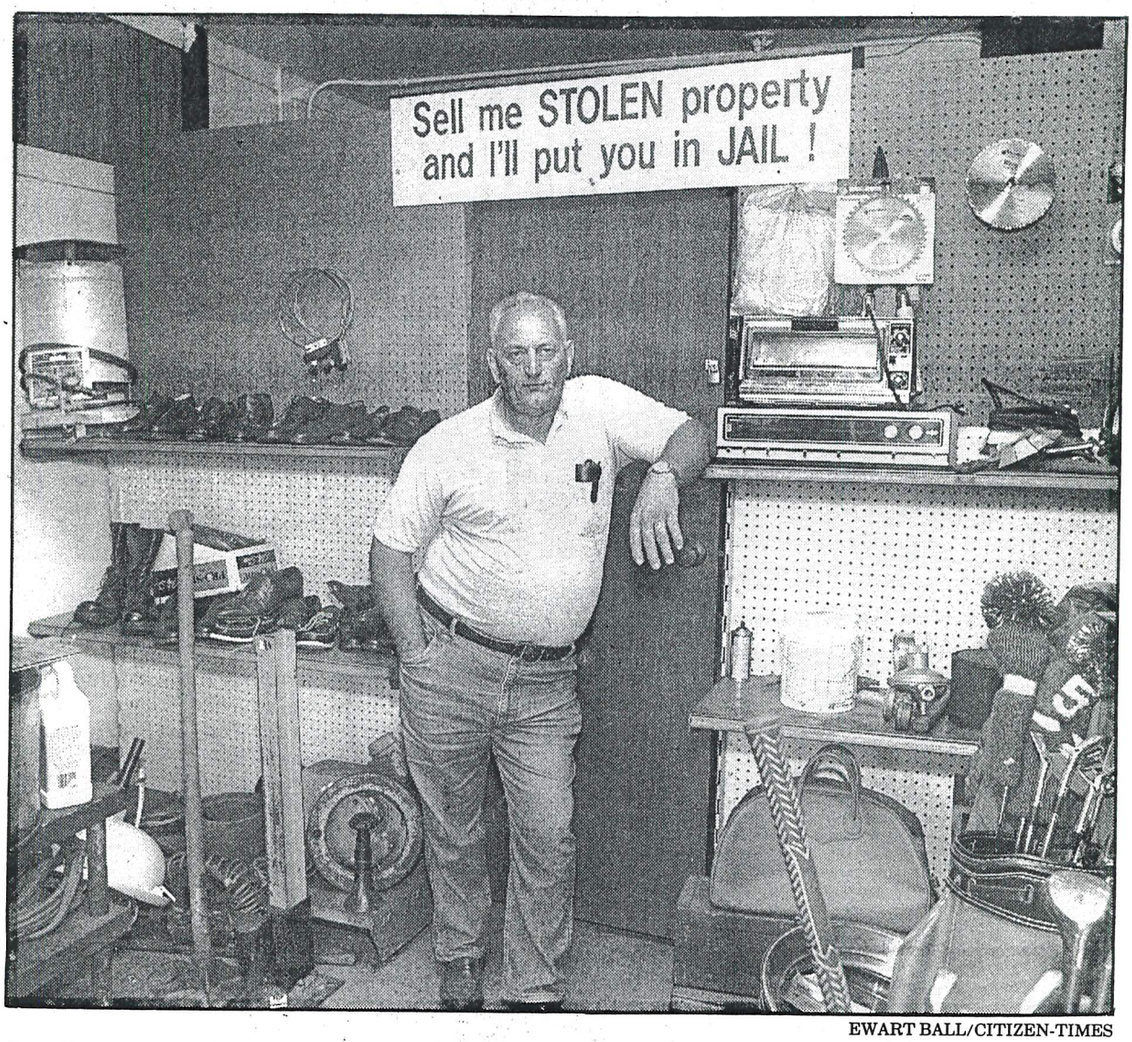
Asheville City Directory 1951



EWART BALL/CITIZEN-TIMES

Dave Harris, owner of Dave's Swap Shop on Haywood Road, stands under a sign in his store that explains his policy in detail. Harris buys, sells and trades the kind of items most folkswould throw away.

Storage purchase gave rise to Swap Shop

By Henry Robinson
STAFF WRITER

Dave Harris proved that one man's junk is another man's treasure nine years ago when he opened Dave's Swap Shop at 645 Haywood Road. But Harris wasn't really planning to open a business — it just happened.

Harris was looking for a place to store a lot of excess items he had acquired at flea markets, and when the building on Haywood Road became available, he took it.

The idea of a swap shop formed when he began moving his material into the building, Harris said.

"People were walking in asking the price on different items, and the rest is history. And I knew three weeks after opening the shop that I had made the right decision.

Harris, who formerly owned a television sales and service store, said he had a large inventory of televisions and VCRs when he first opened the store, but they were quickly purchased shortly after he opened.

Since childhood, Harris said he has always been fascinated by used items such as tools, fishing equipment, guns and other types of things one can find in abundance at flea markets.

"When I was a kid growing up around Asheville, I used to go to the old stockyard on Friday where large crowds would gather, and sell and trade household goods and tools.

Harris' shop is open from 9 a.m. to 6 p.m. Monday through Friday. He trades, sells and buys used and new goods including shotguns, rifles and hand guns.

An eyeball inventory of his shop produces golfing equipment, a 1930 Philco radio, hunting garments, hand tools, weedkleaters, chain saws, tool boxes, microwave ovens, jewelry, pocket knives, shoes and boots.

Harris loves every minute he spends in the shop, and the people who stop by seem to enjoy browsing around it too. "This place is the joy of my life," he said.

Harris is always on the lookout for stolen goods, and a large sign greets those who enter the business. It reads, "Sell me STOLEN property and I'll put you in jail."

Ball With Davidson Household Furnish

Emmett M. Ball, well known in West Asheville, is now associated with Davidson's Household Furnishings, 781 Haywood Road. Mr. Ball, who will have charge of electrical apparatus and electrical work, was born and raised in West Asheville. He has lately been in the Coast Guard reserve and was engaged in electrical work at various shipyards at Norfolk, Jacksonville, and other cities.

Mr. Ball, who was born and raised in West Asheville, and attended Vance school, is a son of the late B. F. and Katie Ball, who operated a grocery store on Haywood Road for many years. His wife is the former Robbie Meece, daughter of Mr. and Mrs. John Meece, of Fletcher. They and their twin son and daughter of six years reside at 71 Druid Drive.

Mr. Ball, a licensed electrician, will make repairs on electric irons toasters, ranges, washing machines and sewing machines. He can do house wiring when necessary.

Of special interest to home owners is Luminite, the new plastic window and door screen now handled by Davidson House Furnishings. Luminite screens never need painting, are non-staining and rustproof. In addition they are economic, easy to handle and streng. You can crumple this type of screen netting like paper without spoiling it. With Luminite, ugly streaking of window sills or sidewalls is impossible. It is highly resilient under pressure or impact and "gives" without breaking. It instantly snaps back to its original shape without trace of a bulge.

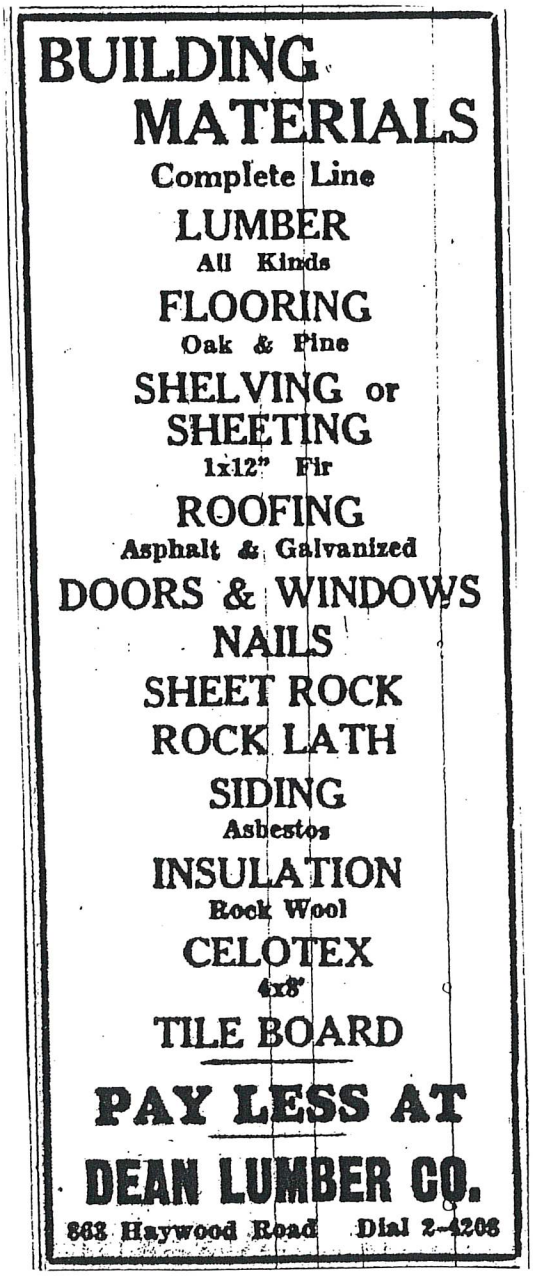
Luminite was tested for three years under toughest possible conditions of climate and rough use.

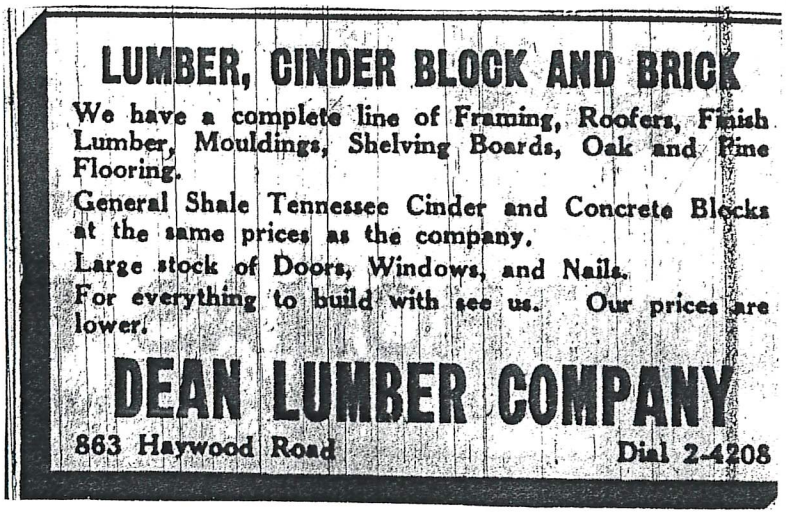
West Asheville News January 25, 1946

Asheville Citizen June 30, 1930

Ewart M. Ball Photographic Collection
N3008
Jack Davis Motors Atlantic Station
702 Haywood Road, 9/51

Asheville Citizen March 15, 1946





Asheville Citizen April 6, 1950

DeBruhl Sells Real Estate And Insurance

Claude DeBruhl Insurance Agency, 592 Haywood Road in West Asheville, has over a period of years built an excellent reputation for the way they handle Insurance accounts and their problems. Claude DeBruhl gives specialized, confidential attention to all Assigned Risk applications and guarantee satisfaction in the handling of all Assigned Risk problems.

The Claude DeBruhl agency prides itself in being a participating stock company and because of this can offer the insured as much as 25% off on his insurance. The firm offers complete and careful coverage for fire, auto, casualty and compensation.

Claude DeBruhl who heads this firm, has had many years of service in the insurance and Real Estate fields. "Our real estate department," said Mr. DeBruhl, "is equipped to give the very best and fastest service on real estate sales, rentals and property management."

For insurance and real estate, visit Claude DeBruhl, 592 Haywood Road, West Asheville or Dial ALpine 3-7130.

Asheville Citizen April 27, 1959

DeBruhl Agency Has Insurance, Real Estate And Builds Homes

The Claude DeBruhl Insurance and Real Estate Agency, 1473 Patton Avenue has an excellent reputation for giving superior service to their accounts. They have a complete line of auto, casualty and fire insurance with hundreds of auto, home, and motor boat owners insured through dependable companies they represent.

Claude DeBruhl

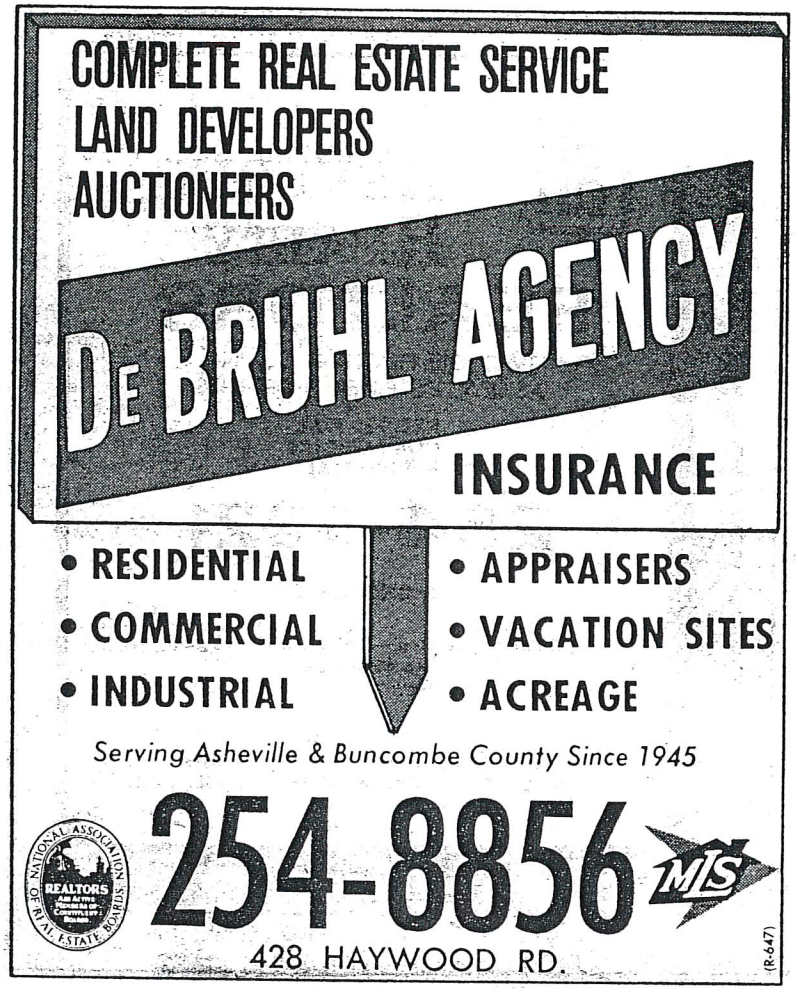
Specialized attention to assigned risk applicants is given at DeBruhl's. Financing is arranged on request with low down payments and easy terms for their customers.

Claude DeBruhl and his qualified staff in sales, underwriting and customer accounts departments give their customers quick, efficient service. Their adjustors are local friendly people.

The DeBruhl Agency is a representative for Wright Homes. The answer to every home owner's dream to better living. A 3 bedroom brick home completely finished and built on the owner's lot is priced at $8,500 with payments as low as $47 per month plus taxes and insurance.

Interested? See for yourself. They have model homes open now by appointment. Call AL 3-7130. The Claude DeBruhl Agency and see how it will cost less to own a new Wright Home than pay rent.

Asheville Citizen June 14, 1964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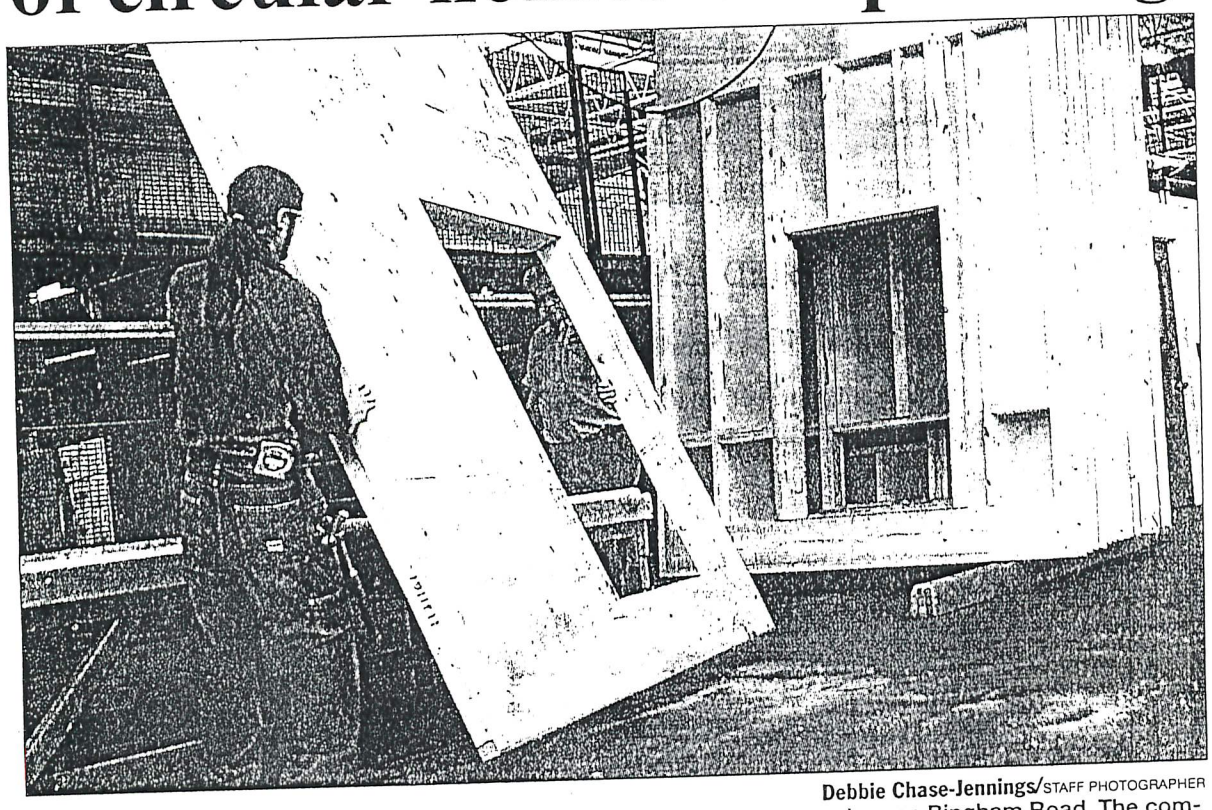
West Asheville, N. C.

Company with a view: Builder of circular homes is expanding



Debbie Chase-Jennings/STAFF PHOTOGRAPHER

Josh Tinsley, left, and Don Meadows stack walls in Deltec Homes' new quarters on Bingham Road. The company's circular homes are built in the factory in 8-foot panels that are then assembled on the site to complete the shell of the homes.

Deltec moves into new digs, launches new products

By Tim Reid
BUSINESS EDITOR

ASHEVILLE — Deltec Homes Inc. held ribbon-cutting ceremonies Thursday at its sprawling new quarters in the former Trident Industries plant on Bingham Road.

Wayne Jewsbury

"At a time when many companies are contracting, we went from 20,000 square feet of space to 102,000. This is a multi million-dollar investment," Deltec President Wayne Jewsbury said.

Employees showed visitors the giant machines used to make the roof trusses and other components of its distinctive circular homes, which are shipped in sections to be assembled and finished on site.

Deltec is a home-grown success story that began in 1968 as a division of Kinco Corp., the door and window company operated by the Kinser family for many years until it was sold to Carefree Windows.

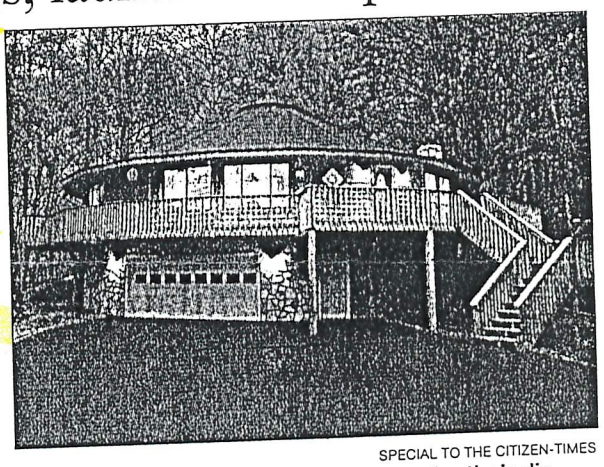
Deltec today is a separate company employing 55 people and owned by Robert Kinser and his children. The company ships 120 to 150 homes and commercial structures annually to customers throughout the U.S., Canada, the Caribbean, Asia, Europe and beyond.

"We have averaged 17 percent growth every year for the last five years," and deposits received for future orders indicate that pace is going to accelerate, Jewsbury said.

The company recently launched its first new products that are a departure from its traditional circular homes. The Kinbury Cottages and the Four Leaf Homes are rectangular homes manufactured in sections and delivered to the site just like Deltec's other offerings.

It was to accommodate

Please see VIEW on C2



SPECIAL TO THE CITIZEN-TIMES

Deltec homes like this one are known for their distinctive circular shape and a roof truss system that distributes the weight to the outer walls. Deltec recently launched two new home styles (not shown) that are designed for people who prefer a rectangular home.

Continued from C1

the new products and other growth that the company decided to move to a larger facility where it could consolidate all its manufacturing, marketing and administrative operations. Trident closed the plant in October 2000, and Deltec bought the facility last September. It completed the last phase of the move in December, 2001.

Deltec homes are particularly popular in the mountains and coastal areas, Jewsbury said, "Their best use is somewhere that you have a view."

The circular homes have acquired a reputation for their ability to resist winds in excess of 140 mph.

"Even after Hurricane Hugo we, have never lost a home to a hurricane even though we've got them up and down the East Coast," Jewsbury said.

> **"We have never lost a home to a hurricane even though we've got them up and down the East Coast."**
>
> WAYNE JEWSBURY, Deltec president

Deltec sells its homes directly to customers who respond to national advertising both in print and online. Homes are designed to customers' specifications and built in 8-foot panels, which are assembled on site to form the shell.

"Panelizing is a cross between stick-built and modular," Jewsbury said. "Stick-built homes are built completely on the site, and modular homes basically arrive as completed boxes,"

Deltec homes include the panels, roof and floor systems to complete the shell of the home, and the buyer hires a contractor to assemble and finish the home.

The average Deltec home costs about $50,000, and customers can expect to spend another $100,000 finishing it out.

"Ours is not a low-priced product. These are quality homes," Jewsbury said.

It costs about $100 to $120 per square foot to have a builder construct a new home in Asheville, he said, and the Deltec homes generally fall in that same price range when completed.

In addition to homes, Deltec circular structures also have been used for churches, schools, restaurants, shops and other commercial uses, Jewsbury said. He expects that sector to grow in the future.

Deltec homes have become popular as second homes for many years but are increasingly being purchased as primary residences, Jewsbury said.

Deltec's president declined to give specific numbers but said the company will definitely increase employment as the business grows.

"Panelizing is a very cost efficient way to build a home," he said. "You can have the shell dried in in four to seven days, and there is very little waste."

Contact Reid at 232-5856 or TReid@CITIZEN-TIMES.com.

Hurricane-safe homes stand out 'round town

Asheville-based Deltec building circular houses that can stand up to high winds

By Emery P. Dalesio
THE ASSOCIATED PRESS

Two Florida hurricanes huffed and puffed, but they couldn't blow Roy Laughlin's house down.

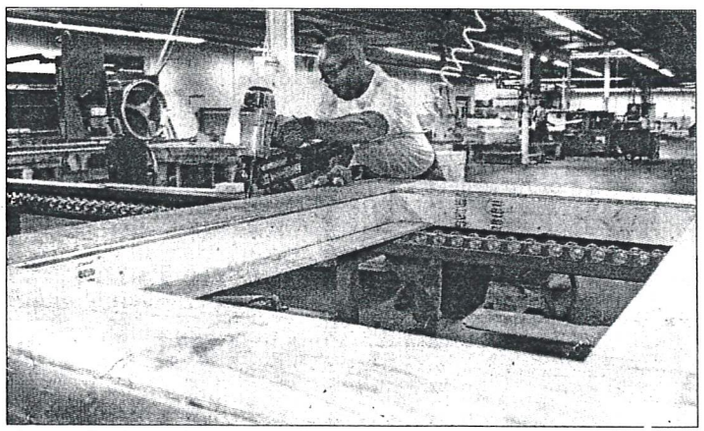
Laughlin has spent the last year and a half assembling a two-story, 2,000-square-foot circular home in Brevard County, Fla., near Cape Canaveral. The building, made by Asheville-based Deltec Homes, proved safe shelter earlier this month when hurricanes Frances and Jeanne roared ashore nearby.

"There's nothing wrong with a rectangular home, unless you live in a place where wind tears them apart," Laughlin said.

The circular shape of Laughlin's home allows a hurricane's high winds to whip around the sides rather than push on a flat wall. The extra-strength connections that bind roof to wall to foundation back up a design that allows Deltec officials to boast that none of the roughly 1,100 homes they have sold in the past 12 years has collapsed from high winds.

"People who are looking to build a safer home in high-wind or hurricane prone areas" now make up the fastest growing segment of the 36-year-old company's sales, sales manager Joe Schlenk said.

"Due to the fact that we've had so many storms this year ... we have had a lot of inquiries from Florida, the Gulf areas, the Caribbean," he said.



James Redmond uses a nail gun to build a wall panel for a circular home built by Deltec Homes inside the company's factory in Asheville on Tuesday.

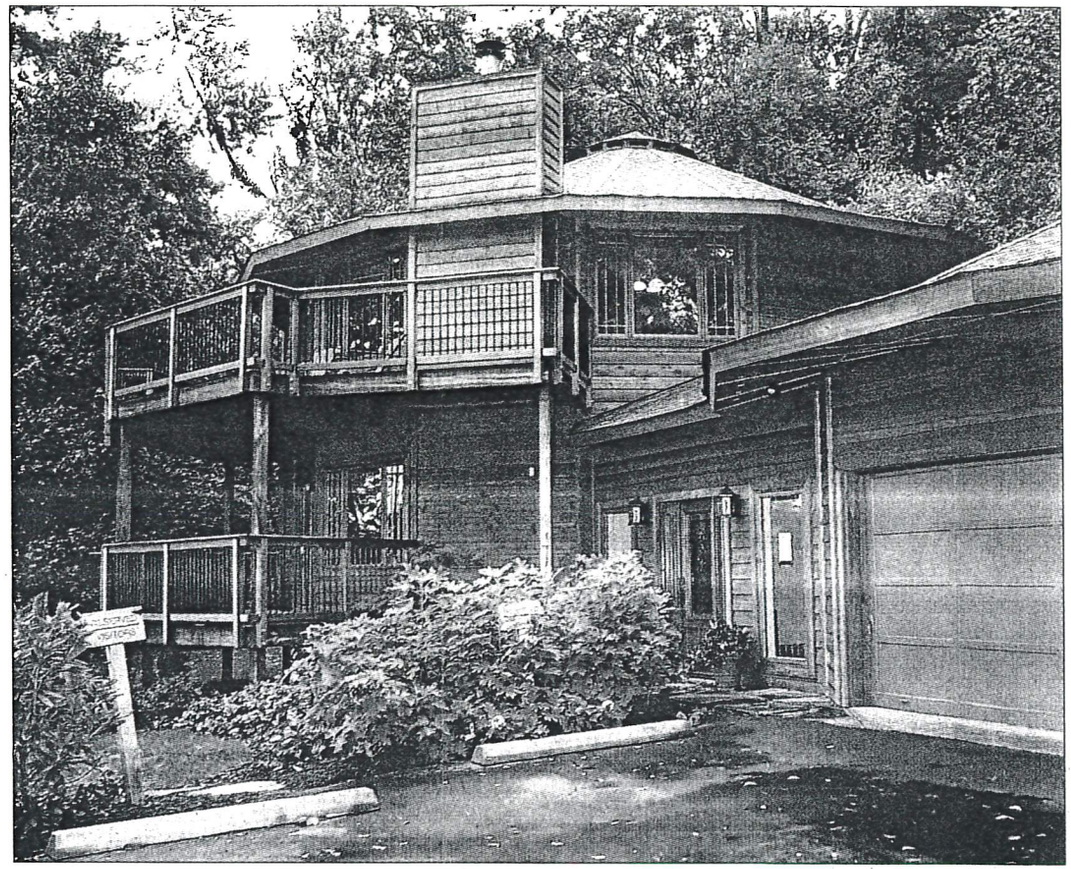
Laughlin, 52, of Rockledge, Fla., said he and his four dogs not only rode out the recent storms, but did so in relative quiet — except for a Frances-spawned tornado that chewed through his neighborhood. Jeanne crumpled scores of trees on nearby land as it approached from the east with wind gusts clocked nearby at 120 mph.

Neighborhood homes lost shingles in Jeanne, leading to roof failure and internal water damage, but not Laughlin's home.

"I got a good night's sleep," he said Tuesday, after telephone service, but not electricity, was restored.

Laughlin built his Deltec home for just less than $200,000, not including his own labor. And construction did present some difficulties. The irregular shape of the interior walls made it impossible to get an estimate from a contractor, so Laughlin put the drywall in himself. Cabinets had to be custom ordered.

Since Hurricane Andrew wreaked catastrophic damage in south Florida in 1992, researching and building hurricane-resistant homes has been a priority for insurance companies and scientists from Johns Hopkins in Baltimore to Florida International University in Miami. Andrew destroyed more than 28,000 homes, damaged 107,000 and caused $15.5 billion in insured losses.



Photos by Alan Marler/THE ASSOCIATED PRESS

A circular house built by Deltec Homes is shown overlooking Asheville on Tuesday. The circular design along with extra-strength connections that bind roof to wall to foundation back up a design that means none of the roughly 1,100 Deltec homes sold in the past 12 years have collapsed from high winds, which is a big selling point for people who are looking to build a safer home in high-wind or hurricane prone areas.

Bill York, who conducts home inspections for property owners and insurance companies selling wind insurance, said a round structure is inherently wind-resistant.

"The aerodynamics of a round home make it difficult for very much wind to be blowing on it," said York, director of building evaluations for Applied Research Associates in Orlando, Fla. "When you have a round surface, the wind is deflected easily, so the loads are lower."

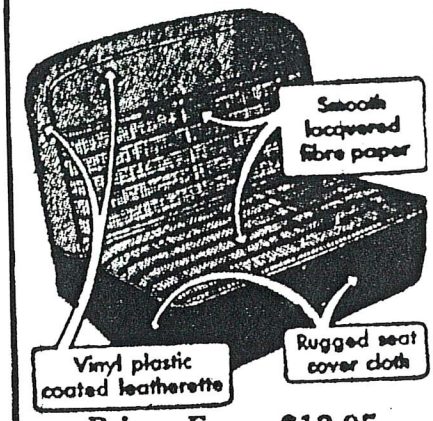
Deltec started in 1968 as one of a series of family home-components companies established by C. Clyde Kinser and his sons Robert and Wayne. For three decades, Deltec made circular homes that were marketed to the resort timeshare industry and to private owners. Now, every home Deltec builds is a custom job.

After moving into a new 100,000-square-foot manufacturing center in 2001, Deltec Homes diversified its product line and began to produce more conventional homes under the Kinbury Cottages name. All the housing lines are marketed directly to homeowners.

Most of Deltec's products come with windows and siding already installed on wall sections. Everything else needed to build the exterior walls and roof are shipped directly to the job site.

ON THE NET: Deltec Homes Inc.: www.deltechomes.com/content/default.asp

Howard Zink Seat Covers



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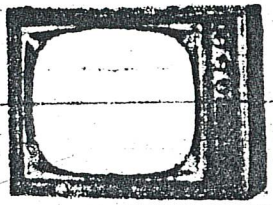

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Asheville Citizen October 13, 1960

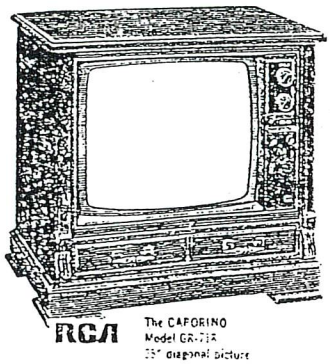
DEMOS STORE FEATURES TOP BRANDS

The Demos Home and Auto Supply Company, 701 Haywood Road, has served West Asheville since October 1946, and sells such famous brand merchandise as Motorola, Kelvinator, Schwinn, Universal, Presto, Goodrich, Norge, G.E., Sherwin - Williams and Kodak. Besides sales and service of televisions and appliances, Demos' features many other needs for the home and car.

Simon Demos, owner, is married to the former Miss Annis Gardner of Asheville. They have two sons. Demos is a member of the Rotary Club, American Legion, and the Greek Orthodox Church. He served 2½ years in the Army Intelligence in North Africa, Italy, Corsica, Sardinia, Greece and Egypt. He speaks six languages.

Asheville Citizen November 3, 1960

RCA CLEARANCE



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Asheville Citizen June 22, 1973

DeSoto lounge

Located in the El Dorado Building
504 Haywood Rd
Asheville NC 28806

Home About Menu Upcoming Map Love Contact

DeSoto lounge

The Desoto Lounge is a neighborhood bar located in Central West Asheville. We opened November 4th, 2009. As the Pickens Sentinel would say: "A good time was had by all".

Hours: 3pm – 2am every stinkin' day.

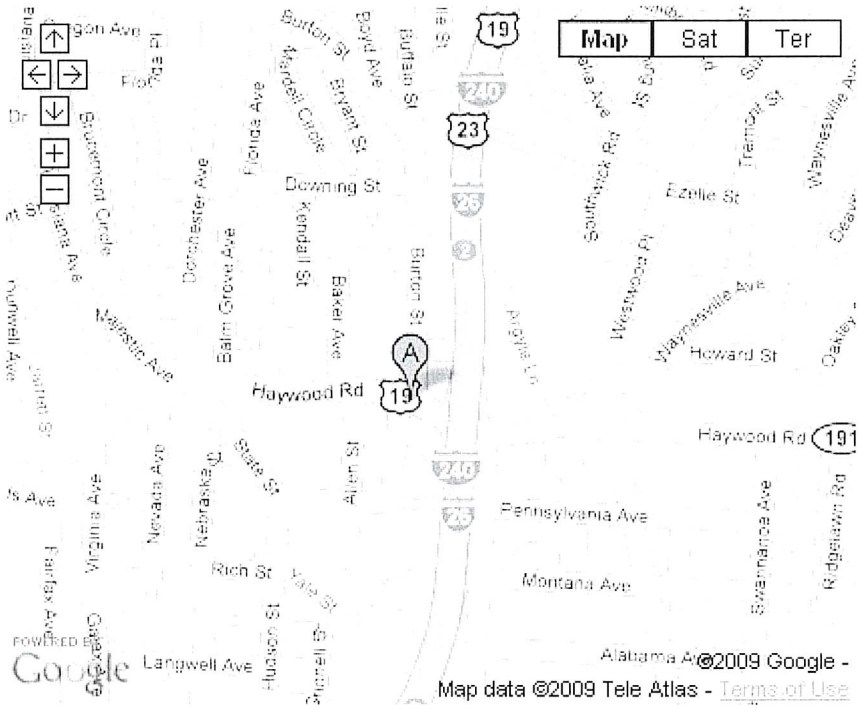
Asheville Citizen Times mention

Another Citizen times piece

Home About Menu Upcoming Map Love Contact

DeSoto lounge

Conveniently located right off the 240 overpass.
We're in the yellow El Dorado building beside Daggit's Pawn and catty corner to the Shell station.
Look for the neon sign in the window!



Home About Menu Upcoming Map Love Contact

Starters

Mezza Platter – House-made hummus, veggies, feta, and olives served with warm pita bread - 7

Pimento Cheese Dip - House-made sharp cheddar cheese and pimento dip served with carrots, celery and crostini - 7

Bacon Wrapped Dates – Thin sliced bacon wrapped around a date and baked to caramelized perfection - 8

M & M Platter - Manchego cheese and Marcona almonds served with crostini, house-made quince chutney and fruit - 11

Chips and Salsa – House-made chipotle salsa served with tortilla chips - 2.50

Black Bean Nachos – Corn tortilla chips, black beans, sharp white cheddar, house-made salsa, house-made guacamole and sour cream - 5

Sandwiches and Such

All sandwiches served with chips and side salad.
Add avocado or bacon for a buck.

Veggie – House-made hummus, cucumber, shredded carrots and Swiss cheese - 6

BLT – If you have to ask, seriously... - 7

Southern Grilled Cheese – House-made pimento cheese on City Bakery French sandwich bread grilled on the panini press - 7

Cuban - Black Forest ham, roasted pork, Swiss cheese and (surprise!) strawberry jam on a hoagie - 8

Black Bean Wrap – Black beans, house-made guacamole, sharp white cheddar, roasted red peppers and romaine lettuce on a flour tortilla, served with house-made chipotle salsa and sour cream – 7

Spanish Caesar Salad – Romaine lettuce, shaved Manchego cheese, house-made Caesar dressing and crostini croutons – 5

Meatloaf Sandwich – Lean ground beef meatloaf topped with cumin tomato glaze, topped with your choice of cheddar or swiss - 8

Draft – 4

Asheville Brewing Co. - Asheville, NC
Red Light American Pale Ale (5.2% ABV)

Big Boss - Raleigh, NC
Hell's Belle Belgian Blonde (7.0% ABV)

Foothills Brewing – Winston Salem, NC
Torch Pilsner (5.3% ABV)

French Broad - Asheville, NC
Rye Hopper (5.9% ABV)
Altbier (German style Amber) (5.5% ABV)

Highland Brewing Co. - Asheville, NC
Oatmeal Porter (5.8% ABV)

Wedge Brewing Co. – Asheville, NC
Payne's Pale Ale (5.0% ABV)

Bottles & Cans

Domestics - 2.50

Dundee Honey Brown	Genesee Cream Ale
Miller High Life, Lite	PBR Tall Boy

Imports - 4.00

Corona	Guinness
Red Stripe	Smithwicks
Smirnoff Ice	Stella Artois

Craft - 4.00
Anchor Steam – Ale / Liberty Ale – San Francisco, CA
Anderson Valley Boont Amber Ale /Poleeko Gold Pale - Boonville, CA
Bell's Amber Ale – Kalamazoo, MI
Bridgeport IPA / Black Strap Stout – Portland, OR
Chimay Red – Belgium - 8.00
Duck Rabbit Brown – Farmville, NC
Framboise Raspberry - Belgium – 8.00
Hardcore Cider – Cincinnati, OH
Highland Brewing Gaelic Ale – Asheville, NC
Lagunitas IPA - Petaluma, CA
Rogue Brutal Bitter – Newport, OR
Sierra Nevada - Pale Ale / Celebration - Chino, CA

Big Bottles
French Broad 13 Rebels 22oz – Asheville, NC – 7.00
Rogue Mogul Madness 22oz– Newport, OR – 8.00
Miller High Life 40oz (served in a champagne bucket!) – 5.00

Wine

Reds

El Coto Rioja Crianza – Spain -5

Chateau Saint Michelle Orphelin - Columbia Valley, Wa - 6

Wallace Brook Pinot Noir - Willamette Valley, Or - 7

Whites

Casal Garcia Vinho Verde – Portugal - 5

Calina Chardonnay – Chile - 6

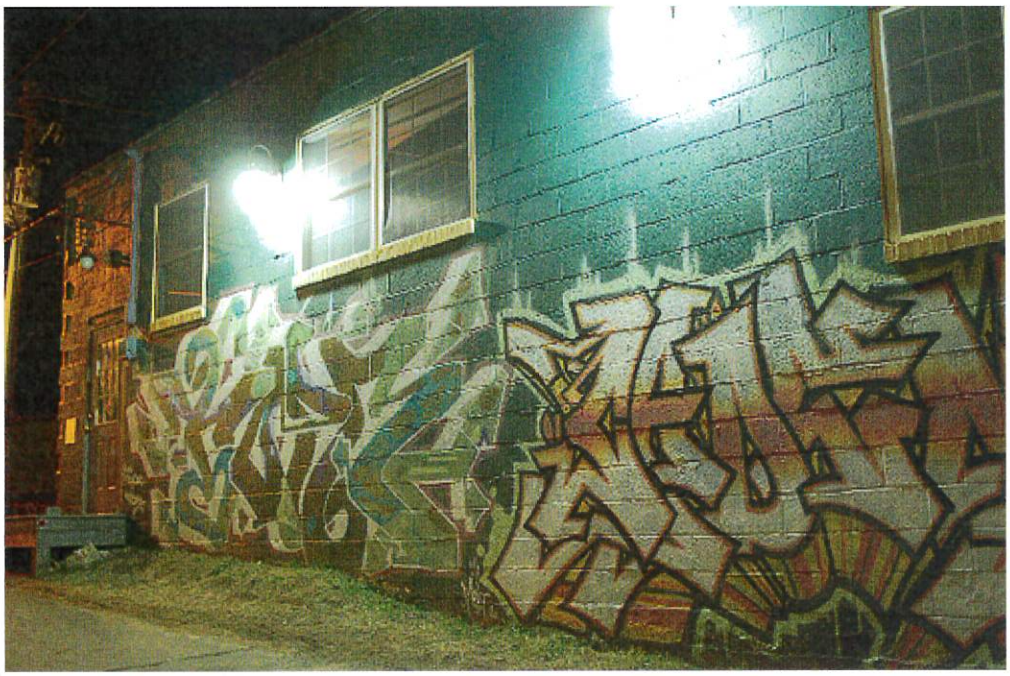
Bubbles

Coppola Sofia Blanc de Blanc - Monterey County, Ca - 7

Non-alcoholic

RC, Cheerwine, 7up, diet, ginger ale – 1

Coffee - 1



West Asheville's De Soto Lounge is Up and Running

November 5, 2009
by shewhoeats

There's a new classy joint to shoot pool, drink local brew and chill low-key with your friends. While walking my dog on Haywood Rd. last night, I came upon a brand new, dimly lit venue, the Desoto Lounge! In the kitchy El Dorado building, where West Asheville Minx used to be, next to the Blue Ribbon Salon, somebody has opened a clean yet divey little bar. Since I had the pooch in tow, I didn't enter, but I did notice a pool table towards the back and some laid-back, happy folks bellying up to the bar, and they looked like they didn't plan on moving for a long, long time. I cannot wait to try out this new neighborhood pub.

West Asheville is slowly but surely becoming Ground Zero for urban chic in WNC, and I couldn't be happier about it. Now cross your fingers for Vietnamese Pho on Haywood, and all will be well and I can live here forever. Cross them!

The Asheville Food Blog.

De Soto Lounge Keeps it Real

November 23, 2009
by shewhoeats

There's something pleasantly grungy about West Asheville's new De Soto Lounge. Low lighting, dark grey cinderblock walls and black ceilings keep the corporates away, while beckoning to the wandering townie. The place is long, sparsely and sweetly furnished with some arcade games in the back room, and I felt immediately at home. Mainly because I knew 60% of the clientele, but also because the service was familiar yet nonchalant like my mom when you come over to her house. Her motto is, "I'm not going to nag or fawn all over you, but you are welcome to all I have." It's more authentic hospitality, and makes one feel like family.

They certainly hold their own amongst Asheville's raging beery mania. They keep their drafts local and offer just enough variety. I went with my current obsession, Big Boss Brewery's Belgian Blonde, Hell's Belle outta Raleigh. Folks will find some of the old faithful options, like Highland's oatmeal porter and another local pale ale or two. It wasn't a wine night for me, but again I thought they offered an interesting array of choices, although a commitment to staying simple and not overwhelming. I was especially pleased to see a vinho verde included amongst the whites.

The food still needs some work, but I trust they are well on their way to an interesting and affordable pub menu of small platters. I thought the chips and chipotle salsa hit the spot perfectly with a nice sweet and smoky heat. But with gastropubs like the Admiral down the way, they have their work cut out for them. The menu pointed customers in the direction of pimento cheese, but I just can't muster up enough excitement to spend $8-$10 on it (even though it came with veggies or crackers or something). I tried the M and M platter, a Spanish-themed plate of Manchego cheese and Marcona almonds with quince jam and crostini.

My understanding of crostini is a cross between a crouton and a canape, and crostini is nearly always lightly toasted and topped with olive oil, pesto, tapenade or sauce to soften the crispy bread. This was hard tack, tooth-shattering bread, paired with Manchego, an equally hard and crumbly cheese. I did not find this pairing successful, I would rather have had a cracker with the Manchego or else a softer cheese or spread to pair with the crostini. My noshing companion felt the same way.

So many Asheville pubs offer very impressive versions of a cheese platter, and I would rather see the De Soto Lounge try something different like cheese puffs, or maybe a have a little fun and create a pu-pu platter of 1960's party snacks, dressed up and modernized.

From their website it looks as though De Soto is open to suggestions and still finding their way in the kitchen, but they've got the booze, the location, and the vibe just right. I plan on becoming a regular, and I hope to see you there.

from → Cruisin' for a Boozin', Local Restaurants

One Response leave one →

1.
   November 24, 2009
   thedj permalink

   I went to D-Lounge last week GG and enjoyed the jukebox and pinball. Can't say much for the grilled cheese especially at that price but I loved the homey vibe at the bar. The backroom is nice for hanging out with the jukebox and I hear they're going to have music eventually. I'm looking forward to hanging out there again.

   Reply

Leave a Reply

Desoto and me

Lounge combines music, exotic food and pingpong

Carol Motsinger
COLUMNIST

IF YOU GO

What: Desoto Lounge.
When: Ethiopian food every Tuesday, pingpong daily.
Where: 504 Haywood Road, Asheville.
For more: http://desotolounge.com or 255-1109.

I think the folks at the Desoto Lounge have crawled inside my brain.

Not in a creepy "Being John Malkovich" way — it's just that they seem to know everything that I would want out of a bar — even things I didn't even really know I wanted until I experienced them.

OK, that last bit does sound a smidge creepy, but what I mean to say is that the owners managed to invite features to the Haywood Road hot spot that I would have never anticipated being welcome at the bar.

The first — and most recent — surprising guest: Ethiopian food. Desoto Lounge is now serving Ethiopian food on Tuesdays.

It's never made sense to me that we don't have an Ethiopian restaurant in Asheville. This delicious African cuisine is such a natural fit for this town: It's exotic; we are into that. It's vegetarian-friendly, and we certainly have a lot of rabbits in this town. We are documented big fans of fermentation (See: local beer).

Instead of using utensils, you use a spongy, fermented bread to pick up Ethiopian dishes. How great an idea is that? You eat food with food!

The Ethiopian food addition is definitely the tastiest of all the new treats at the Desoto. But it's just one bite: It's also hosting live music now and is attracting some serious rising stars.

One example: Sub Pop's Dum Dum Girls, who played there in March. Their first album sounds like what would happen if a 1960s girl group decided to ditch the beehives for the leather jackets of punk rockers. Let's just say it's so good that next time they come to play in Asheville, they will have to be at a much larger venue.

John Coutlakis/jcoutlakis@citizen-times.com
DeSoto Lounge owner Lisa Gambrell, at far end, and Brandon Venable, of Asheville, play on the pingpong table in the lounge's game room, which Gambrell says is very popular.

And there is one final new addition that's a major daily draw. When Desoto debuted last fall, foosball and pinball were already offered. Now, there's a pingpong table every night, and it makes this bar something like your coolest friend's basement.

Desoto's only been open since November, but there seems to be no awkward, lanky teen phase for the people at this spot. No braces, bad haircuts or ill-fitting outfits forced on them by out-of-touch parents.

Growth suits them because every addition, although eclectic and unique, makes sense. They are consistently Desoto, and I can't wait see what's next as it matures into one of the best bars in Asheville.

This is the opinion of Citizen-Times staff writer Carol Motsinger, who writes an entertainment column every Friday for Take5. She can be reached at cmotsinger@CITIZEN-TIMES.com.

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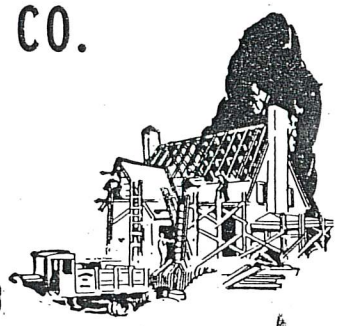


588 HAYWOOD RD. (WA) **DIAL 3-2613**

Asheville City Directory 1953

Retro done right

- Who she is: Corinne Kurzmann, owner of Diggin Art in West Asheville
- What she's wearing: Strappy 1950s heels, a black-and-white print dress from the '60s, Bakelite bangles, matching lucite bracelet and earrings from an Italian designer — all available in Diggin Art.
- Why we love it: While dressing all from one era can be too precious (poodle skirts should be worn with irony, not with saddle shoes), Corinne does retro right, mixing decades but sticking to a black-and-white theme. That, and her dress has a great floaty top layer that opens at the back to reveal a more fitted sheath.

This crop has been graded by USDA inspectors and awaits auction at the Dixie Big Burley warehouse. More than 8.3 million pounds of tobacco was expected to be sold in Asheville this year.

Despite rise in contract sales, most tobacco still goes to auction

By Tim Reid
SENIOR WRITER

ASHEVILLE — Leaf sales will open Monday at Planters and Dixie Big Burley warehouses in Asheville — North Carolina's only remaining burley tobacco warehouses.

The auctioneer's chant will signal the start of tobacco sales as usual, but little else is constant in an industry buffeted by health concerns, lawsuits, foreign competition and the prospect of even bigger changes ahead.

"Most farmers I know are in a holding pattern right now, waiting to see what happens about the buyout," said Terri Scruggs of the Cooperative Extension Service in Madison County.

Ten proposals are pending in Congress to compensate owners of tobacco allotments so growers can keep more of the proceeds from their crop and be more competitive on the world market.

No one knows when or if Congress will do away with the quota system that has guided tobacco production for generations, but big changes are already transforming the way farmers grow and sell their product.

A pilot program begun last year using Tobacco Trust Fund money to pay marketing costs at Asheville's two remaining tobacco warehouses was very successful for growers and buyers, said Bruce Briggs of the North Carolina Farm Bureau.

It was intended to preserve auction sales as an option for growers to sell their tobacco in addition to the new system of contracting directly with a tobacco company.

"We made changes (in tobacco warehouse sales) that allowed us to be more efficient and present better quality to the buyers," he said. "And farmers were able to keep everything they made at the sale."

The change did help preserve tobacco auctions, resulting in more growers designating their tobacco for sale at the warehouses in Asheville, Briggs said.

"We sold 5.4 million pounds in Asheville last year, and more than 8.3 million pounds have been designated to sell there this year," he said.

"We've also had more buyers (tobacco companies) on the Asheville market than any market in the burley region," he said.

This year at least six companies will send buyers to the Asheville market, he said. They include R.J. Reynolds, Philip Morris, Dimon, Brown and Williamson, Standard Commercial, and Universal.

Norman Payne of Weaverville, who has farmed tobacco all his life, waits for USDA inspectors to grade his crop at the Dixie Big Burley warehouse.

John Coutlakis/STAFF PHOTOGRAPHER
USDA inspector Walter Greene grades the crops brought in by area farmers at the Dixie Big Burley warehouse Thursday. Leaf sales will open Monday.

Contracts vs. auctions

Most burley tobacco growers continue to sell their tobacco at auctions, but each year more farmers contract to sell their leaf directly to the tobacco companies.

"It works out great for me. To me it's just eliminating the middleman," said Harold Hunter, whose family has been raising tobacco in the Spring Creek section of Madison County since the late 1800s.

Hunter started contracting to sell his tobacco to Philip Morris three years ago. Instead of selling it in the warehouses in Asheville, he will transport it to Gray, Tenn., near Johnson City.

"They (Philip Morris) have been true to their word," he said. "You bring it like they want, and they buy it all. And they realize you're not going to have a perfect crop every year."

But for most burley tobacco growers, selling their crop to competing buyers is still the way to go.

Jerry Garland, a Yancey County farmer and president of the N.C. Burley Tobacco Growers Association, fears that contracting directly with the companies could make tobacco a commodity producing little return similar to other crops.

"I used to grow zucchini squash, and the only way I could make any money was if some other part of the country had a bad growing season," he said. "Their bad luck was my good luck. I don't like that."

Briggs said more than 60 percent of all North Carolina tobacco growers continue to sell their tobacco through traditional warehouse auctions.

The percentage is even higher for burley growers in this area.

Charlie Zink of the Farm Service Agency said that in Madison County, the state's largest burley tobacco producer, 87 percent of burley growers sell their tobacco at auction while 13 percent contract directly with the tobacco companies.

This year's crop

Drought conditions for most of the growing season, compounded by heavy rains toward the end of the season, have produced a crop that may be lighter weight with some moisture problems if it is not prepared properly.

Hunter said he grows his tobacco on hillsides, where the lack of water really hurt the crop. He estimated he will have only about 15 or 20 percent of the crop he normally produces.

"I've always fussed about high-cost insurance," he said. "This year I'm glad I've got it. I'm going to need it."

Future prospects

"Tobacco is not a dying industry, but it is a changing industry," said Larry Wooten, president of the N.C. Farm Burea, the state's largest farm organization.

What growers want most is a sense of stability and predictability about the tobacco program so they can make rational decisions about their future in it, Brigg said.

What that future will look like is anybody's guess until Congress makes a decision on the various buyout proposals that have been made.

Garland says farmers would like to see the quota holders com-

John Coutlakis/STAFF PHOTOGRAPHER
This instrument measures moisture in tobacco brought in by area farmers for USDA inspectors at the Dixie Big Burley warehouse.

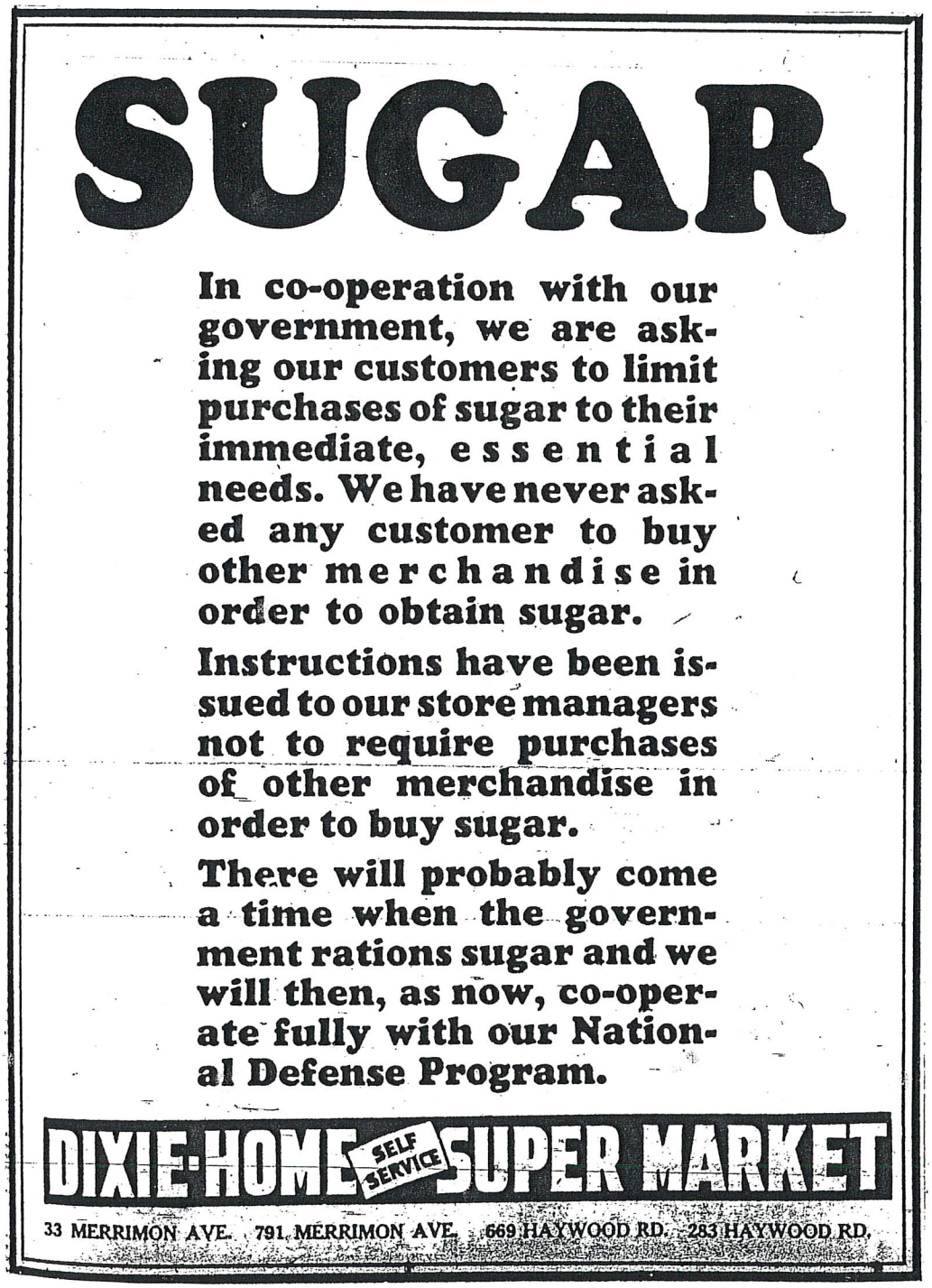
pensated so they can avoid high lease costs, but preserving the price support system is the most critical priority.

"Without price supports we wouldn't have tobacco in Western North Carolina," he said.

Hunter believes the fate of growers is dependent most of all on what happens to tobacco companies as they face various legal challenges, skyrocketing costs and government regulation.

He said he has mixed feelings about the buyout proposals, but "We're slowly starving to death. Something has to happen."

Asheville Citizen November 17, 2002



Asheville Times January 29, 1942

MARY LOUISE BRIDGES working in coffee and cigarette department in the Dixie Store in West Asheville. D. E. students get school credit for their store work.

Lee Edwards HS Annual "The Hillbilly" 1952

Dixie Home Stores Supermarket 669 Haywood Rd.

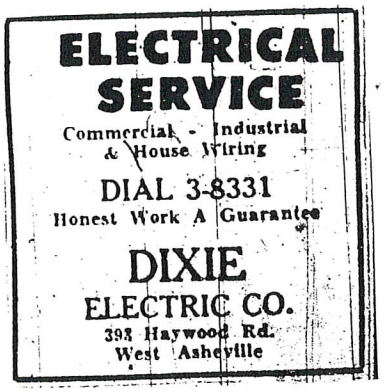
DIAL 3-8331 303 HAYWOOD ROAD

DIXIE ELECTRIC CO.

ELECTRICAL CONTRACTING

M. E. HAYNES WEST ASHEVILLE, N. C.

1949 Standard Railway Employees Seniority List



Asheville Times September 5, 1951

PHONE 38331 393 HAYWOOD ROAD

DIXIE ELECTRIC CO.

ELECTRICAL CONTRACTING

M. E. HAYNES WEST ASHEVILLE, N. C.

PHONE 38331 393 HAYWOOD ROAD

DIXIE ELECTRIC CO.

ELECTRICAL CONTRACTING

M. E. HAYNES WEST ASHEVILLE, N. C.

"Emmatonian" 1952

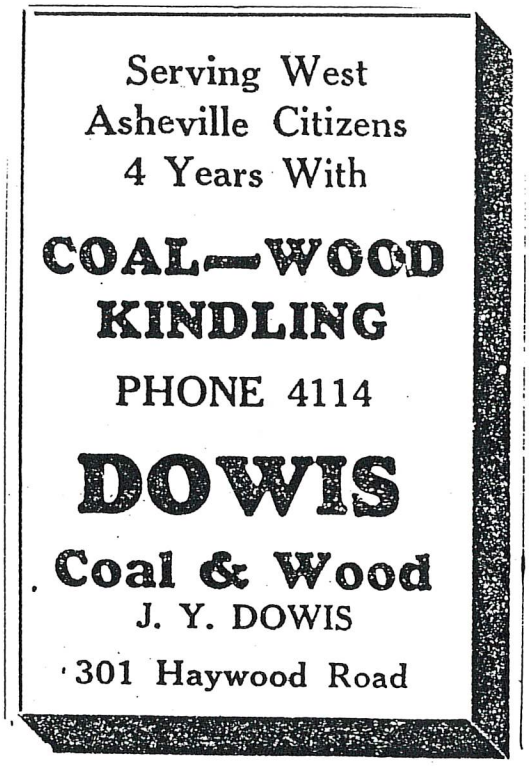
The above picture was taken in Don Watson's Radio Service Store, 422 Haywood Road, West Asheville. Left to right in the photo are shown Don Watson and Edward West holding one of the many smart radios for which Mr. Watson has exclusive territory Advt.

Don Watson Radio Shop Produces Its Own Sets

The Don Watson Radio Shop, 422 Haywood Road, West Asheville, is selling a radio with several exclusive ideas introduced by Mr. Watson, who is a designing engineer. The new features incorporated in these new sets include a greater pick-up and a greater tone quality, which has been achieved through 21 years of radio servicing and designing.

Mr. Watson believes his repair department to be the most adequately equipped with testing equipment in this section. Mr. Watson believes that his new radio will be in quantity production within the next 30 days.

The Don Watson Radio Shop, which renders courteous service and greets each customer with a smile, extends one day service on all repairs made. The pick-up and delivery service enables quick handling of orders. The telephone number is 1470.



Asheville Citizen December 12, 1937

Artist transforms dry goods store into space for crafters

Jason Sandford
ASHVEGAS

Leigh Anne Hilbert is opening a new home for Asheville's crafting community. The Dry Goods Shop, in Hilbert's vision, will be a place for artists to work, learn, sell and generally just hang out and get to know one another.

"I want to make a place where people don't feel intimidated," Hilbert says, "a place you can come in and learn new skills."

She's well on her way. She's cleaned out the 1,400 square feet of space — including years of layered dust — inside the former Meadows Dry Goods shop on Haywood Road, right at the interchange with Interstate 240. The building is a West Asheville landmark that's been sitting mostly vacant for years.

Hilbert plans to create a studio space for herself — she's a seamstress — and studio mate Jean Potter, who makes books. Hilbert calls her studio Overlap Sewing Studio, and Potter will operate under the Rockpile Bindery banner.

Hilbert moved to Asheville about two years ago from the San Francisco area, where she worked as an art teacher and seamstress. Today, she's focusing her work on taking old T-shirts and adding vintage appliqués to spice them up.

Please see CRAFT on B3

JASON SANDFORD/STAFF

Leigh Anne Hilbert is leasing the former Meadows Dry Goods shop on Haywood Road in West Asheville and has remodeled the 1,400 square feet of space into space for a studio, classes and consignment shop.

CRAFT: Grand opening set

Continued from B1

The Dry Goods Shop is opening in a neighborhood that now rivals downtown Asheville as a destination for top-notch music venues, coffee shops and cool clothing boutiques. Aside from studio space, Hilbert envisions the space as a community art space.

"It's going to be an unassuming place where you can gain new skills," Hilbert says. "I feel that's a big part of my mission here. We've lost those hand skills that come with putting together things manually."

Right next door, another great artist has opened up a new studio. Dustin Spagnola, of 474 Haywood, was recently named one of the 10 best emerging artists in Western North Carolina by WNC Magazine.

Hilbert plans a grand opening celebration on July 3. You can follow the shop on Hilbert's blog, www.thedrygoodsshop.blogspot.com/.

Contact Jason Sandford at jsandford@CITIZEN-TIMES.com. Find Ashvegas updates online at CITIZEN-TIMES.com/ashvegas and the full blog at www.ashvegas.com.

Arthur E. Dunn

Willis H. Groce

Confidence

It is not mere skill or ultra modern equipment that makes one Funeral Director superior to all others—

There must be an honored reputation, built upon successful past performance. Such confidence is our aim—one that we have achieved through years of service and experience.

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FUNERAL HOME

756 Haywood Road

Phone 3210

Eight Years In West Asheville

"SERVING HONESTLY AND WELL

IN our eight years of service, in West Asheville, we have always strived, to our utmost, to merit the utter confidence which our friends and neighbors have shown they have in us, in our ability.

While located in West Asheville, our services have always been county-wide, and more, in scope. Simplicity and sympathetic understanding, as practiced by this firm, have often been largely instrumental in softening the hour of bereavement.

Our working personnel is composed entirely of licensed practitioners.

ARTHUR E. DUNN
President

VILLIS H. GROCE CARMIE S. HOLT FRED GROCE MRS. CORNELIA DUNN GRA

Dunn & Groce Funeral Home

56 Haywood Road 1937 Phone 32

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Dunn & Groce Funeral Home

756 Haywood Road Phone 3210

1937

T. A. GROCE, SR.
President

Dunn & Groce
FUNERAL HOME

The personnel of Dunn & Groce Funeral Home are pledged to carry on the honored policies formulated by the founder, the late Arthur E. Dunn. It is our ambition and aim to never lose sight of his business practice and slogan of "Serving Honestly and Well."
Well."

Roster of Personnel

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Mrs. Arthur E. Dunn, v-President
Fred F. Groce, Sect.-Co-Manager
Charles H. Graff, Treas.
C. E. Holt, Co-Manager
Neal Grissom
Geo. G. Collins
Robert Groce
T. A. Groce, Jr.
Hugh Groce
Mrs. Cornelia Dunn Graff

DUNN & GROCE FUNERAL HOME

"Serving Honestly and Well"

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Asheville Citizen September 15, 1941

DUNN AND GROCE
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T. A. GROCE, SR., PRES.

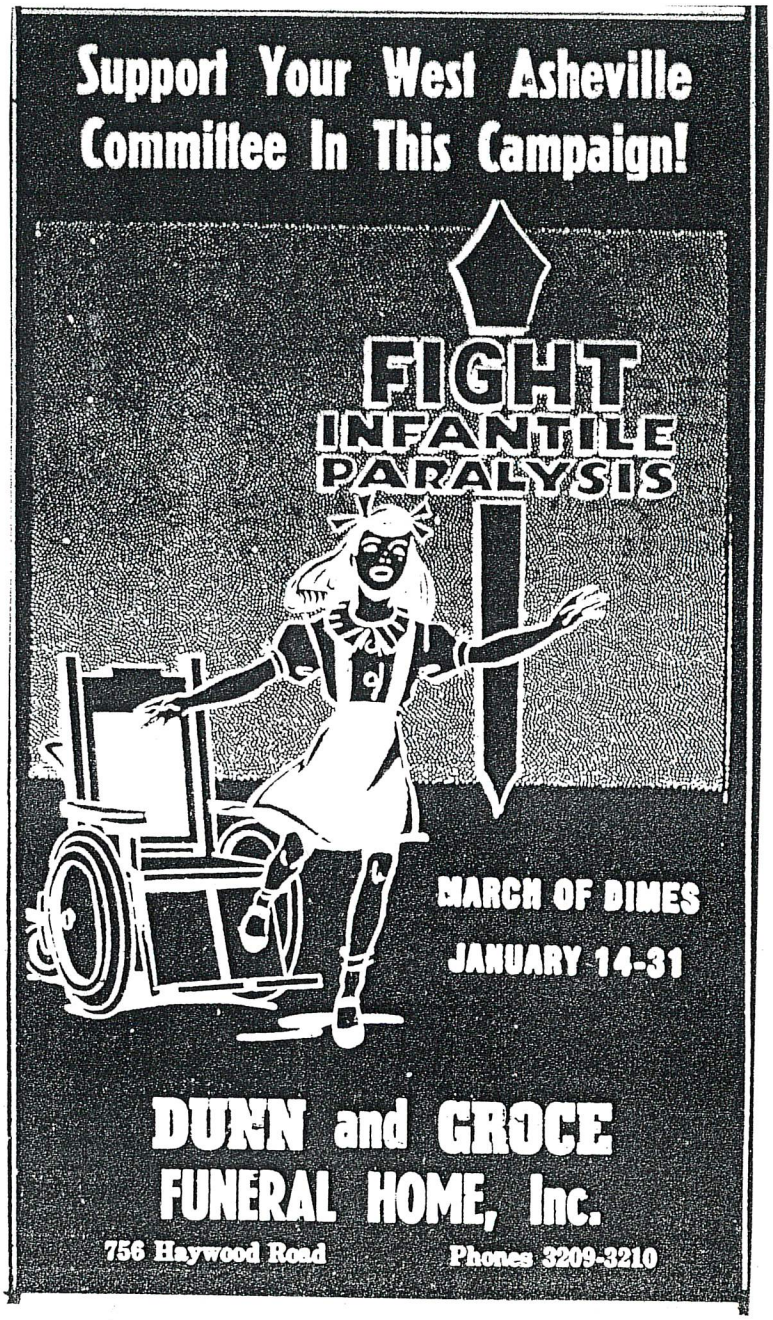
STRAIGHT AMBULANCE SERVICE

DAY OR NIGHT
TELEPHONE
3209

(A-90)

756 Haywood Rd. • West Asheville

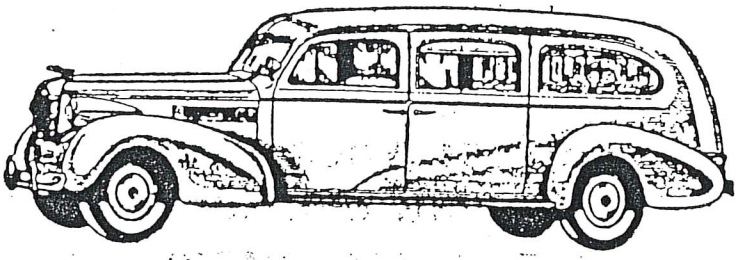
Asheville City Directory, 1947



West Asheville News January 18, 1946

Dunn & Groce

Funeral Home, Inc.



STRAIGHT AMBULANCE SERVICE

Day or Night Telephone

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T. A. Groce, Sr., Pres. Tom A Groce, Jr., V. Pres.
J. Robert Groce, Treas.

FRED F. GROCE & WILLIS H. GROCE
Managers

756 HAYWOOD RD. WEST ASHEVILLE

(F-64)

Asheville City Directory, 1947

Dunn-Groce Funeral Home, 756 Haywood Road.

Ewart M. Ball Photographic Collection
N1279
Dunn Groce Funeral Company

CERTIFICATE OF MEMBERSHIP

Dunn-Groce Funeral Finance Company

Asheville, North Carolina

$5000 BOND Deposited With Insurance Commissioner State of North Carolina

4390 NO.

Certificate of Membership

DUNN-GROCE FUNERAL FINANCE COMPANY
ASHEVILLE, N. C.

Walter Ruby	37	20¢
Mrs. Myrtle Ruby	33	20¢
Walter Ruby, Jr.	9	5¢
James W. Ruby	7	5¢
Fred B. Ruby	5	5¢
Mary Ruth Ruby	2	5¢

MAILING ADDRESS 126 Hanover St., W. Asheville TOTAL ASSMT. RATE $ 60¢

Have this 30th *day of* October *193*6 *become members of the above named organization, according to the Rules and By-Laws on the reverse side hereof, and said members are entitled to the benefits provided in this contract as long as in good standing in said organization.*

J. H. Groce

SECRETARY – TREASURER

DUNN-GROCE FUNERAL FINANCE COMPANY

ASHEVILLE, N. C.

hereby grants to the person or persons listed on the certificate attached hereto, funeral benefits in the amount of $100 for persons over age ten, and in the amount of $50. for persons under age ten, in consideration of and subject to the terms and conditions hereinafter set forth, which designate as the only undertakers authorized to render funeral services, without special authority of the secretary:

DUNN - GROCE COMPANY, Inc.

FUNERAL DIRECTORS

PHONE 3210 756 HAYWOOD ROAD

Asheville, N. C.

IN CASE OF DEATH OF ANY MEMBER IMMEDIATELY NOTIFY THE ORGANIZATION SECRETARY, or the above named funeral directors. The organization will not be responsible for services rendered by any undertaker not named in this contract *without special authority of the secretary.*

RULES AND BY-LAWS

ARTICLE 1. The name of this organization shall be the

Dunn-Groce Funeral Finance Company

ARTICLE 2. The Object shall be to provide a plan for the payment of a funeral benefit for each member by assessment, in the amount of $100 for persons over age ten and in the amount of $50 for persons under age ten.

ARTICLE 3. Any persons in good health who have passed their 1st. birthday and have not passed their 65th. birthday may become a member of this organization by the payment of the required membership fee of 25c.

ARTICLE 4. The annual meeting of this organization will be held at

Dunn-Groce Co., Funeral Home, Asheville, N. C.

AT 7:00 P. M. ON THIRD TUESDAY IN FEBRUARY

Each member shall have one vote at said annual meeting. The Board of Directors of seven members shall be elected by the membership. The quorum of the membership shall be fifteen members. The annual meeting of the board of Directors will be held immediately following the annual meeting of this Organization and it shall be the duty of the Directors to elect a President, Vice-President, and Secretary-Treasurer. The President and Vice-President shall be elected from among the Directors but the Secretary-Treasurer may be selected outside of the Directors. The Secretary-Treasurer shall be the only paid officer of this Organization and his remuneration is to be set by the Board of Directors. The duties of the Secretary-Treasurer shall be performed by the same person unless otherwise ordered by the Organization; and these officers shall constitute a "Board of Control," which shall have power to direct the affairs of this Company in accordance with these articles | or orders of the Organization as a body. The Secretary-Treasurer shall keep a correct record of the membership of the Organization, deaths, assessments made and collected, money received and paid out, and the books shall be open to inspection by the officers or members of the Organization, or the representative of North Carolina Insurance Commission at all times, upon request.

ARTICLE 5. Upon death of any Officer his successor shall be selected by the remaining officers for the un-expired time.

ARTICLE 6. Upon the death of a member, each member will be assessed as per the following schedule (or in multiples thereof) at the age of entry of the member except with those members joining at ages under ten shall be charged the assessment for age ten when they pass their tenth birthday.

Ages 1 to 9 years 5c Ages 10 to 29 years 10c Ages 30 to 49 years 20c Ages 50 to 65 years 30c

The Assessment shall always be based on the entire membership. The frequency of the assessment will reduce or advance as the membership, and | or death rate may decrease or increase. No benefits shall be paid or assessments levied in case of death within thirty days from date of this certificate, except in case of accidental death.

ARTICLE 7. Any member failing to pay assessment within thirty (30) days after notice shall be in bad standing, (notice shall be presumed when forwarded, postage paid to last known address of member; and any member changing his or her address shall notify the Secretary-Treasurer in writing giving the old address and the new). Any member becoming in bad standing for failure to pay assessment when due, may within one year, while in good health, be reinstated to good standing by paying a delinquent fine of 10c and all past due Assessments. No benefit will be paid on account of natural death until after thirty days from reinstatement. Benefits on account of accidental death is in force immediately after reinstatement. Any person desiring to discontinue this Certificate should either turn it in or mail to the office of the Organization.

ARTICLE 8. The benefits herein provided are for the purpose of furnishing a minimum funeral and burial service for a deceased member, in keeping with the service and casket sold at a similiar price by funeral directors of other like communities near the population of the community in which the service shall be rendered.

ARTICLE 9. It is understood that funeral services provided in this contract shall be rendered by
DUNN-GROCE CO., FUNERAL HOME, ASHEVILLE, N. C.
designated in this certificate, and the benefits provided are payable to such undertaker rendering said service and not to surviving relatives or friends as death benefits. In the event a member of this organization, in good standing, shall die at a place so far removed from the home of this organization that it is not deemed practical by the officers of this organization to provide a burial or funeral in services and merchandise, the officers of this organization shall cause to be paid in cash, for the burial of member, the amount contracted for and stipulated in these by-laws, not exceeding $100, or shall cause such member to receive a burial or funeral service equal to that provided for in this contract.

ARTICLE 10. In event the proceeds of one assessment on the entire membership do not prove sufficient at any time to yield the benefit contracted for, then such benefits as the amount of the assessment, less the cost of collecting, made or levied on the entire membership, shall be paid or provided. In event the proceeds of one assessment on the entire membership produce more than enough for one burial the balance shall be placed on the treasury to apply on further burials. *Assessments may be made in multiples of the assessments mentioned above so as to reduce the cost of collecting them.* All legitimate operating expenses of the organization shall be paid out of the assessments but in no event shall the expenses exceed 25% of the assessments collected. The entire amount of the membership fee may be used for expenses.

ARTICLE 11. Special meetings of this Organization may be called by the Secretary-Treasurer when by him deemed necessary, and he shall call a meeting whenever requested to do so by 25% of its members.

ARTICLE 12. No person shall become a member of this Organization who at the time of his or her application for membership is not in good health.

ARTICLE 13. Any member may pay any number of assessments in advance in which case said member will not be further assessed until the Organization shall have levied an equal number of assessments.

ARTICLE 14. Articles of this Organization and its by-laws may be amended by two-thirds vote of the Board of Directors.

ARTICLE 15. Each year before the annual meeting, the Organization shall mail to each member (may be interpreted the head of each family to whom the assessment notices are sent), a statement showing the income collected, the disbursements and burials made, (giving names of each buried).

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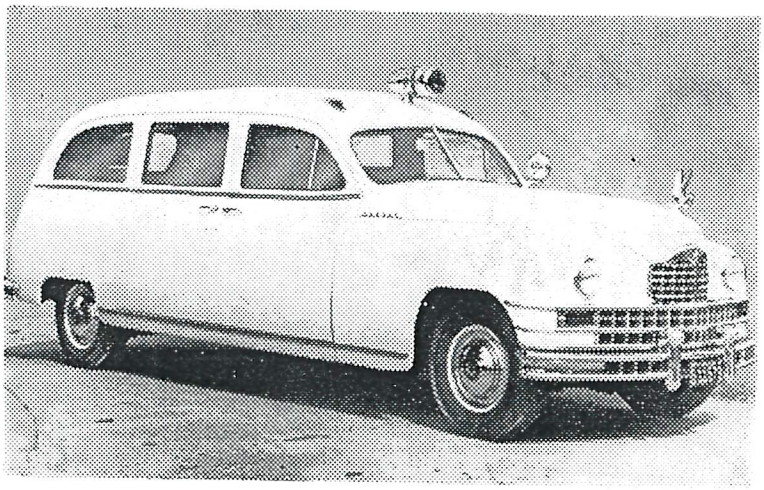
FUNERAL HOME

Phone 2-3535

756 Haywood Rd.

DUNN and GROCE Funeral Home

INCORPORATED



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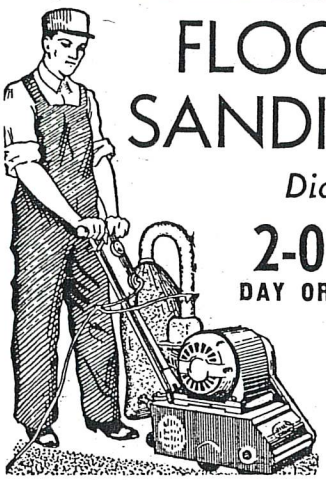

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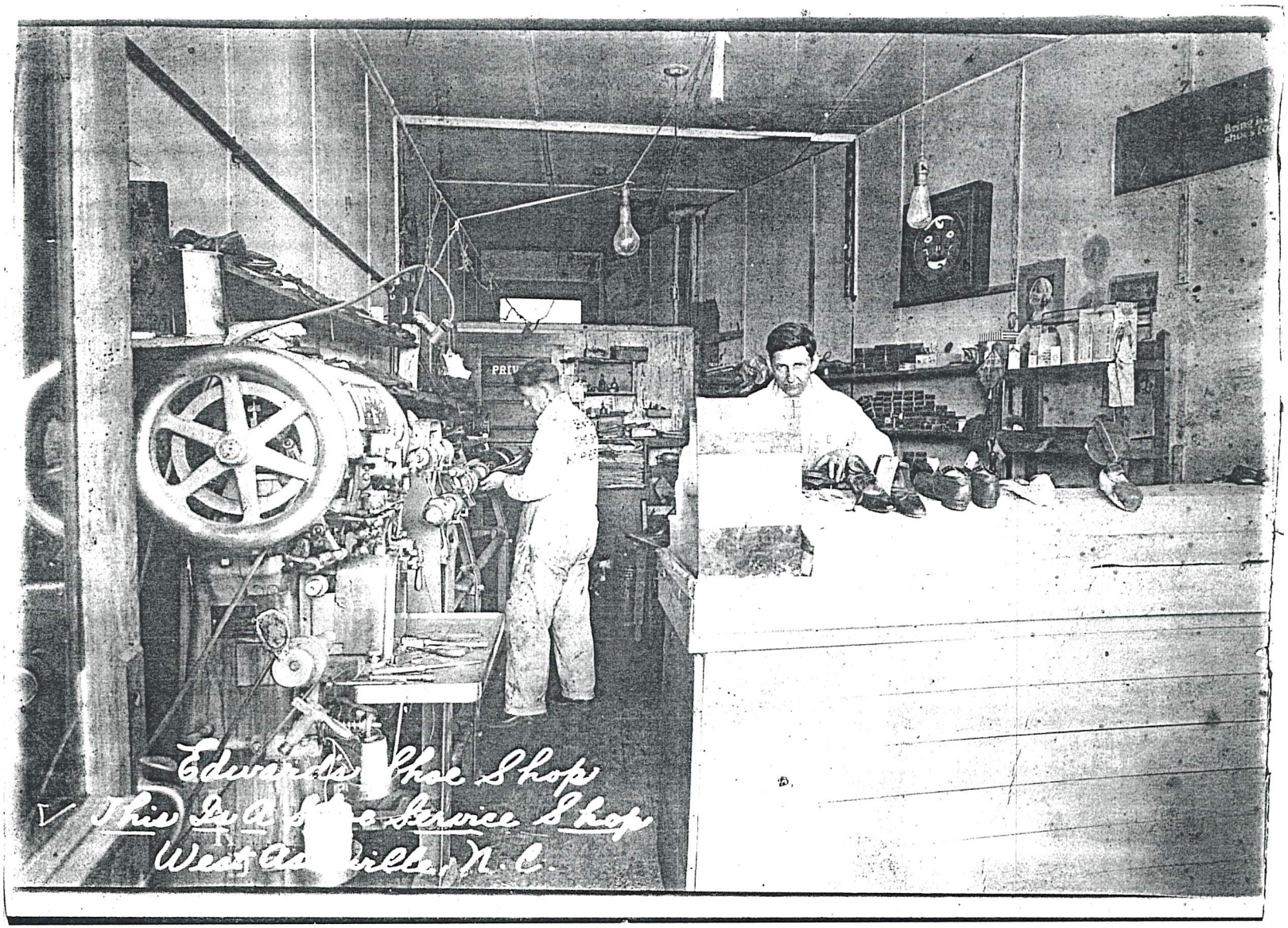
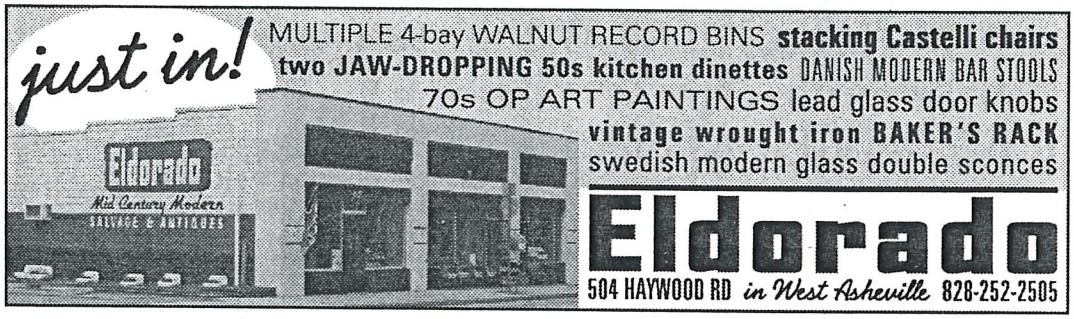


Edwards' Shoe Shop 721 Haywood Rd 40s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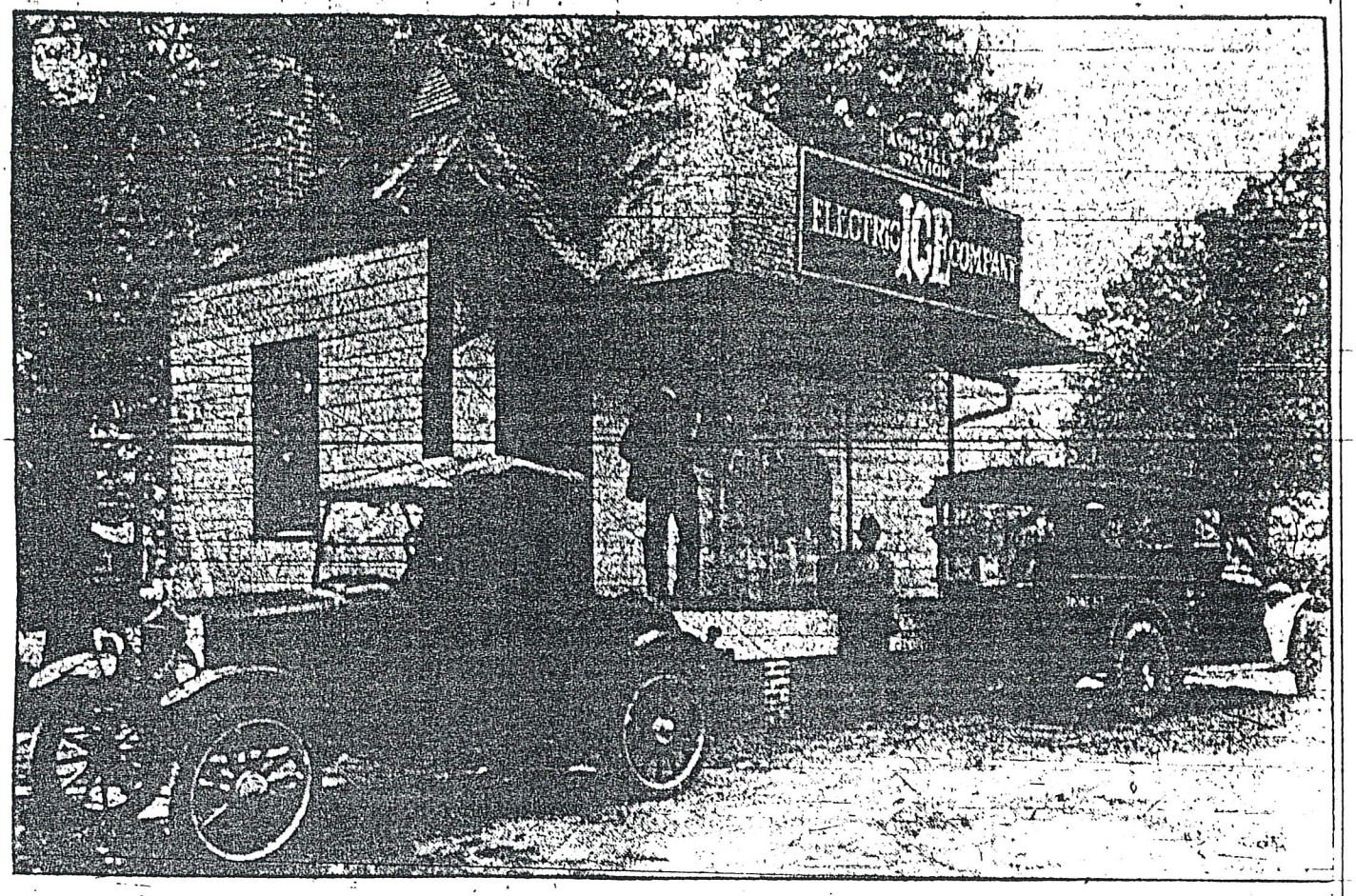

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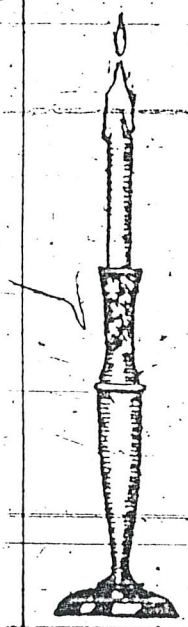

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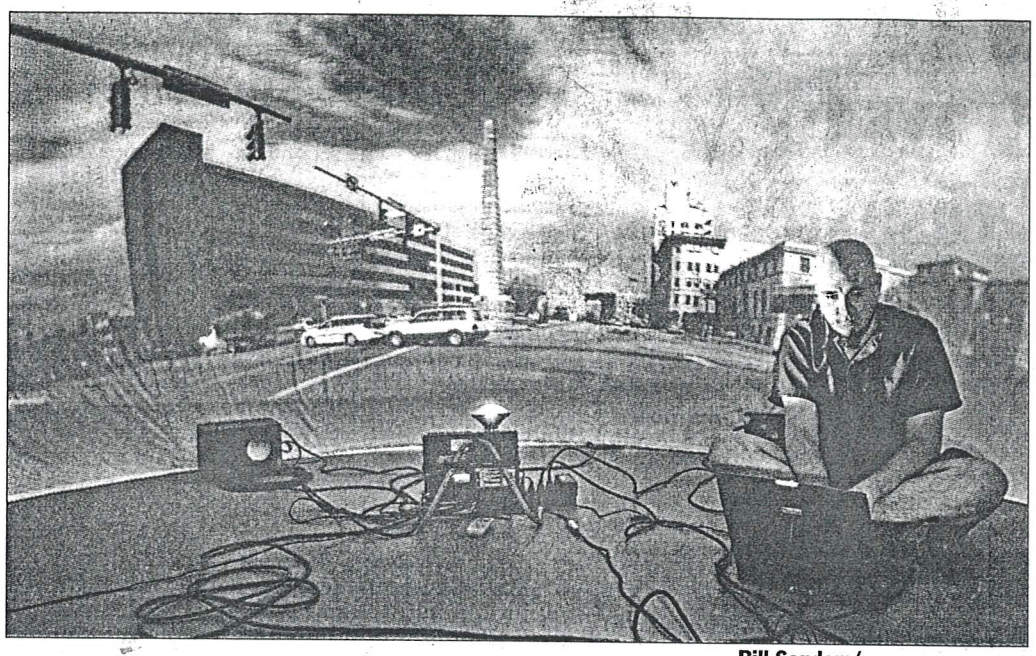


Bill Sanders/STAFF PHOTOGRAPHER
David McConville of the Elumenati works with an inflatable dome to project digital images at his West Asheville studio.

Digital artist builds on 'Bucky's' geodesic vision

By Dale Neal
STAFF WRITER

WEST ASHEVILLE — Buckminster Fuller built his first geodesic dome at Black Mountain College in the late 1940s. Half a century later, David McConville has built a business borrowing from Fuller's visionary ideas, filling inflatable domes with digital images of the night sky.

"Fuller often said that we perceive only about 1/10th of 1 percent of the electromagnetic spectrum," McConville explained at his West Asheville studio. "Fuller was adamant that learning is experiential. The most effective way to educate someone is to let them experience something."

McConville's company, the Elumenati, helps people see what only scientific instruments have been able to detect, from the far reaches of the universe to the inner workings of molecules. From a West Asheville studio and a partner studio in Minneapolis, the company custom-designs and develops dome projection systems for NASA, universities and museums, as well as the avant-garde Burning Man festival.

McConville first became aware of "Bucky" Fuller as a student in the early 1990s at UNC Asheville. As he's studied Fuller's career, McConville said, "I'm amazed at what I find. It helps me to put a framework around what I'm doing."

In his 88 years before his death in 1983, Fuller packed in a lifetime of inventions and new ideas, from the prototypes for the first minibus in the 1930s to energy-efficient houses.

Want to know more?

As part of the Media Arts Project's "Off the Map Series," David McConville of the Elumenati will give a talk "Making the Invisible Visible: Bucky Fuller and Immersive Media Environments" at 8 tonight at the Black Mountain College Museum + Arts Center, 56 Broadway. Admission is $5.

On the Net:
www.blackmountain college.org
www.elumenati.com

DOME: Fuller's inventions reflected vision

Continued from B1

Decades before business and civic leaders started using the word "synergy," Fuller had a whole system of "synergetics." Fuller believed in "doing more with less" and was deeply concerned about economic and environmental sustainability.

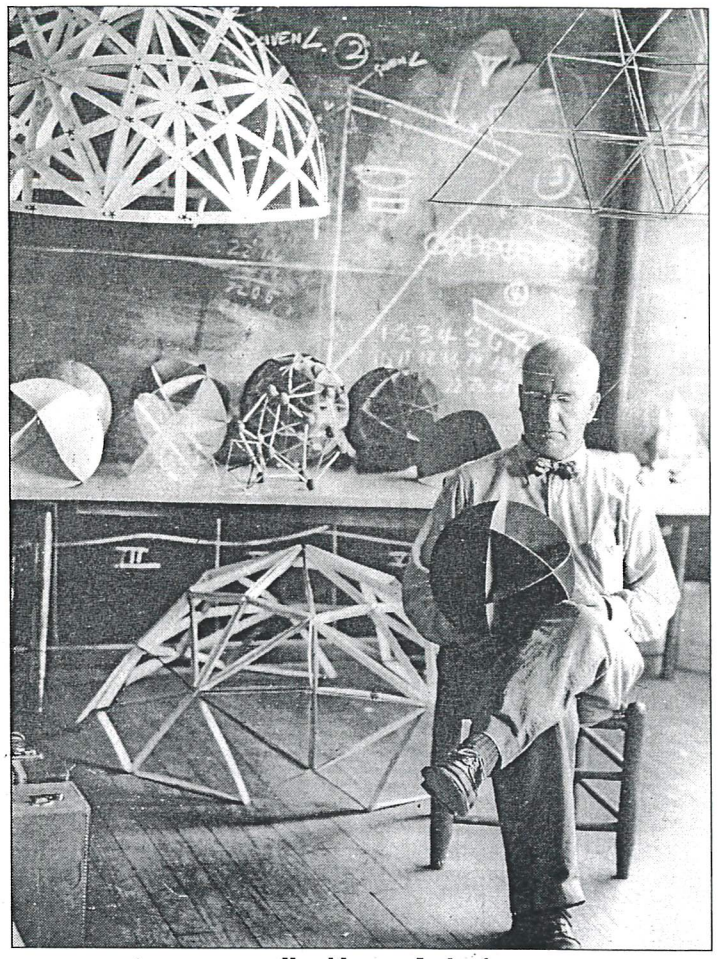
But Fuller is chiefly remembered for the geodesic dome, a lightweight but sturdy sphere assembled from basic geometric shapes. In his first attempt in 1948 at Black Mountain College, the dome collapsed since Fuller was using cheap Venetian blinds. He returned the next summer with stronger materials and successfully raised the geodesic dome. In 1954, Fuller patented his invention.

Fuller's career is explored in an exhibit at the Black Mountain College Museum + Arts Center on Broadway.

"He developed his Dymaxion Car back in the 1930s. It had excellent gas mileage, could seat 11 people and could turn on a dime," said Alice Sebrell, the museum director. Those are things we are desperately in need of, with gas prices over $2.50. As our resources dwindle, and our population grows, Fuller's ideas become more important."

The ideas and inventions that Fuller and others explored at Black Mountain College have a new currency around Asheville as economic leaders talk about the creative class and scientific visualization. With more digital artists moving here and the massive amount of data piped in by the Internet, McConville sees a universe of opportunities waiting to be visualized.

"Data is coming out of our ears. That's the problem. We're drowning in data," McConville said. "In visualization the most crucial component is to tell a compelling story with all this data."



Hazel Larsen Archer/SPECIAL TO THE CITIZEN-TIMES
Buckminster Fuller is shown in the summer of 1948 at Black Mountain College, where he experimented with geodesic domes. Fuller's first effort collapsed, but the following summer, he raised his first dome.

Buckminster Fuller

Born: 1895, Milton, Mass.
Died: 1983.
Inventor, architect, author, visionary.
Fuller invented the term "Spaceship Earth" to encourage people to see the entire world as one interdependent system. During his career, Fuller was awarded 25 U.S. patents, wrote 28 books, received 47 honorary doctorate degrees, circled the Earth 57 times, consulting and lecturing, and received dozens of major architectural and design awards along with the Medal of Freedom, the highest civilian award in America.
Fuller taught at Black Mountain College in the summers of 1948 and 1949, and he served as the director of the BMC Summer Institute in 1949.

FRIDAY
June 11, 2010

Elumenati puts the universe in perspective

Jason Sandford
ASHVEGAS

Ever wonder what it's like to rocket into space and explore the universe?

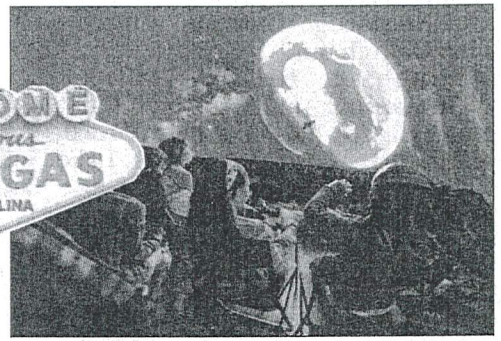
The folks at The Elumenati have. From their West Asheville design center, the minds behind the design and engineering company have contemplated big questions, and they've built a high-powered digital projector system to help us imagine.

The Elumenati was co-founded by David McConville and D'Nardo Colucci. Clay Hooker came on board after the company got up and running in an old West Asheville bank building about eight years ago.

With manufacturing offices in Milwaukee, The Elumenati designs and builds immersive projection systems. The one that's best-known around Asheville, especially to schoolchildren , is known as the GeoDome. It's inflatable, it resembles an igloo, and once inside, viewers can be treated to unique data visualizations.

The trip through the universe shows a starscape, then begins to pull back to show how the Earth is part of the solar system, which is part of the galaxy and so on.

"What happens is a perspective switch," says spokeswoman Hilary McVicker. "You take this journey to the edge of space, and you get a sense of your place in the world, and how miraculous it is that all the conditions are exactly right to support life on Earth."



JENNIFER SAYLOR/SPECIAL TO THE CITIZEN-TIMES

Viewers inside a GeoDome, the portable projection venue designed by The Elumenati, enjoy an outer space perspective on their planet.

The goal is to inspire "a sense of awe and stewardship."

It's working. A GeoDome was used at the global climate summit in Copenhagen, Denmark, last year to help two organizations explain their stories. A GeoDome was also used on the lawn of the White House last year as part of a "star party" hosted by President Obama.

The Elumenati's data visualizations can be used to illustrate more than just the starry skies. The company is working with the Renaissance Computing Institute at UNC Asheville to show geographic information system data. It has developed a flight simulator with a new panorama. And there's promise in interactive gaming, McVicker says.

The company's been so busy it hasn't had a "community night" lately, says McVicker, but there will likely be more tours on the docket. Come prepared for a mind-expanding exploration of the world around you.

This is the opinion of Jason Sandford. Contact him at jsandford@citizen-times.com. Find Ashvegas updates online at CITIZEN-TIMES.com/ashvegas and the full blog at www.ashvegas.com.

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Asheville Citizen October 8, 1929

ATTENTION

The following grocers of Asheville and vicinity are distributers of

Daniel Webster Flour

Phone them for a bag if you have not tried it. Quality unexcelled.

G. D. Allison, 217 Merrimon Ave.
T. G. Baird, 152 Montford Ave.
W. A. Davis, 41 South Main St.
Felmet Bros., 349 West Haywood St.
Frank S. Foster, 356 Depot St.
J. F. Hayes, 277 North Main St.
V. V. Haynie, Corner East and N. Main St.
Heller & Co., 414 Southside.
Mord Hyams, 130 North Main St.
E. C. Jarrett, 12 North Pack square.
J. H. Leonardi, 155 South Main.
W. B. Nixton, 170 Charlotte St.
Ownbey & Son, 25 Montford Ave.
C. Sawyer, 53 Patton Ave.
Harry Seigle, 54 Woodfin St.
J. F. Sims, 168 Patton Ave.
G. F. Stradley, 3 Pack Square.
J. L. Welch & Co., 549 W. Haywood St.
Yates & McGuire, 23 Haywood St.
Zimmerman & Son, 428 Depot St.
J. T. Hunt, 418 Depot St.
Kroger Grocery, 240 Patton Ave.
G. P. Hamrick, 74 Charlotte St.
Rawls & Hayes, 161 South Main St.
D. H. Webb, South Main St.
R. W. Harkins, Patton Ave.
Groves Grocery Co., 116 Patton Ave.
McLean & Anders, 100 Patton Ave.
A. Michalove, 15 Furman Ave.
J. D. Maney & Son., R. F. D. No. 1, Asheville, N. C.
Geo. Fulcher, Black Mountain, N. C.
Morgan-Kinsey Co., Black Mountain, N. C.
Yates & McGuire Co., Black Mountain, N. C.
H. J. Olive, 548 West Haywood St.
W. R. Carter, West Asheville.
Geo. W. Fairchild, West Asheville, N. C.
A. M. Young, West Asheville, N. C.
W. P. Kilpatrick, Asheland Ave. and Silver Sts.
Sands & Co., Depot St.
T. L. Trantham, Biltmore.
Maney Bros., Biltmore.

ROGERS GROCERY COMPANY

Wholesale Distributors, Phone 96 376 Depot St.

Asheville Citizen June 16, 1912

George Fairchild's Store, 630 Haywood Road, 1911. Corner of Haywood Road and State St.

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HIGH CLASS AUTO REPAIRS OF EVERY DESCRIPTION
Genuine Ford Parts—Autos for Hire—Prompt Service—Satisfactory Work
605 HAYWOOD RD., W. ASHEVILLE PHONE 1906

Asheville City Directory 1920

Fairchld's Garage
G. W. FAIRCHILD, Owner

606-608 Haywood Road

Telephone 1906

FIRE PROOF GARAGE

Gasoline, Oil and Accessories
On Main Highway to points
South and West

5-8-2006

The sign of a good business

FASTSIGNS wins U.S. award for small business

By Anne Fitten Glenn
SPECIAL TO THE CITIZEN-TIMES

ASHEVILLE — Ever seen a sky-blue car sporting clouds and a FASTSIGNS logo zipping around town? If so, sales associate Tom Dieterly was probably behind the wheel, on his way to meet with one of FASTSIGNS' many clients.

If the car hasn't caught your eye, signs designed and produced by FASTSIGNS probably have. If you've been to Mission Hospitals, Earth Fare, Asheville Regional Airport, Asheville Mall, Asheville Savings Bank, Asheville-Buncombe Technical Community College or the Biltmore Estate, to name just a few, you've seen FASTSIGNS signs and graphic designs.

John Mark and Cindy Stroud opened the Asheville FASTSIGNS in 1995, offering a full range of custom sign and graphic products, including banners, window/vehicle/floor graphics, safety and identification signs and trade show displays.

There are more than 400 FASTSIGNS in the United States and the Asheville franchise is one of the top six in sales nationwide, John Mark Stroud said.

Just a few weeks ago, the Asheville FASTSIGNS was one of only two businesses in North Carolina to receive a Blue Ribbon Small Business award from the U.S. Chamber of Commerce.

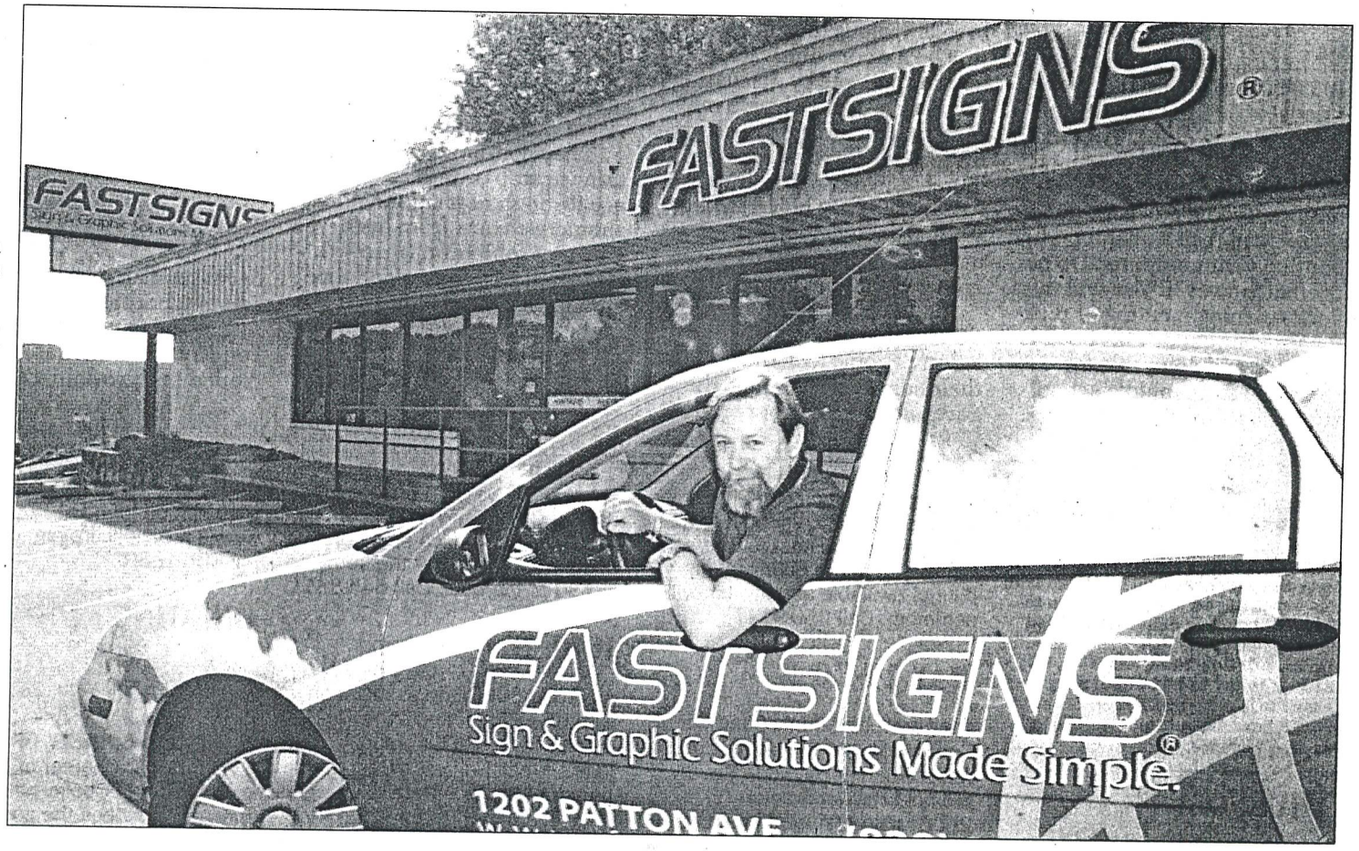
"Winners of this award have served their employees, customers and communities with a consistent dedication that exemplifies America's spirit of enterprise," said Giovanni Coratolo, executive director of the U.S. Chamber Small Business Council.

The Asheville center also gained membership in The Million Dollar Club, for sales exceeding that amount during the previous year, at a recent convention hosted by FASTSIGNS International Inc. In addition, Dieterly won an award for Exceptional Achievement in Sales.

"This is a fun job," Dieterly said. "What's unique is that I'm not just selling a product, but I'm coming up with solutions to problems."

The FASTSIGNS store on Patton Avenue features some examples of the work that employees can do. "Signage is a very visual medium," Stroud said. "Our lobby is organized so people can touch, see and feel different sign materials."

When asked about the sky-blue cars, Stroud said: "Those cars are actually yellow underneath. We do a full vehicle wrap."



EWART BALL/EBALL@CITIZEN-TIMES.COM

John Mark Stroud heads out of the office in one of his zippy blue cars. He and wife, Cindy Stroud, opened their Asheville FASTSIGNS store in 1995 and have produced signs for businesses all over Asheville, including Mission Hospitals, Earth Fare, Asheville Regional Airport, Asheville Mall, Asheville Savings Bank, Asheville-Buncombe Technical Community College and the Biltmore Estate.

SMALL BUSINESS OF THE WEEK

ABOUT THE BUSINESS

- **What:** FASTSIGNS; signs and graphic solutions.
- **Where:** 1202 Patton Ave., www.fastsigns.com.
- **Who:** John Mark and Cindy Stroud, owners; 16 employees, all full time.
- **Hours:** 8:30 a.m. to 5:30 p.m., Monday through Friday.
- **Quote:** "If you place an order today, your order is typically ready tomorrow," said John Mark Stroud, co-owner of FASTSIGNS. "Sometimes it's ready the same day, although a complex, custom order might take a little longer."
- **Want to contribute?** Know a small business to profile? E-mail Jason Sandford at Jsandford@CITIZEN-TIMES.com.

John Coutlakis/STAFF PHOTOGRAPHER

Donna Miller, a financial services representative with First Citizens Bank on Patton Avenue, plucks a "wish list" off the Senior Wish Tree at the bank. The Wish Tree links elderly and disabled adults with sponsors who buy them Christmas gifts.

Asheville Citizen November 30, 2002

Compliments of

DOUGHERTY

Plumbing & Heating Co.

76 Westwood Place

National Bank Plans To Erect Building For W. Asheville Branch

Tentative plans for reopening the West Asheville branch of the First National Bank and Trust company have been made and a lot on the southeast corner of Haywood road and Fairfax avenue has been purchased by the bank, it was announced yesterday by Burnham S. Colburn, president.

Transfer of the title was from C. J. Ebbs. The lot has a frontage of 109 feet on Haywood road and adjoins the property of the West Asheville Presbyterian church.

The branch, formerly operated by the bank at the corner of Haywood and Brevard roads, was discontinued in 1942 because of the loss of trained personnel to the armed forces, Mr. Colburn said.

He stated that with the possibility of an early return to the bank of some of its trained tellers and bookkeepers now in the army and navy the bank is making postwar plans to provide complete banking service to the community of West Asheville, provided that approval is given by the comptroller of the currency.

Provided approval is given by banking authorities for reestablishing the branch, a one-story banking house, equipped to render every service consistent with sound banking practice, will be ereteed when materials are available, Mr. Colburn said.

For You Who Work or Live in The West Asheville Area -- First National's

West Asheville DRIVE-IN Bank

Easily Accessible—Haywood Road at Fairfax Avenue

Designed to make banking easier and more convenient for First National customers, with special thought for the growing West Asheville area. Special DRIVE-IN window enables you to do most of your banking from your car window—and the weather doesn't matter! Safe deposit facilities. Night depository. Broad loan service
One of the long list of "First National Firsts"!

FIRST NATIONAL BANK AND TRUST COMPANY
Main Office – 11 Church Street
West Asheville • Biltmore • Otsen

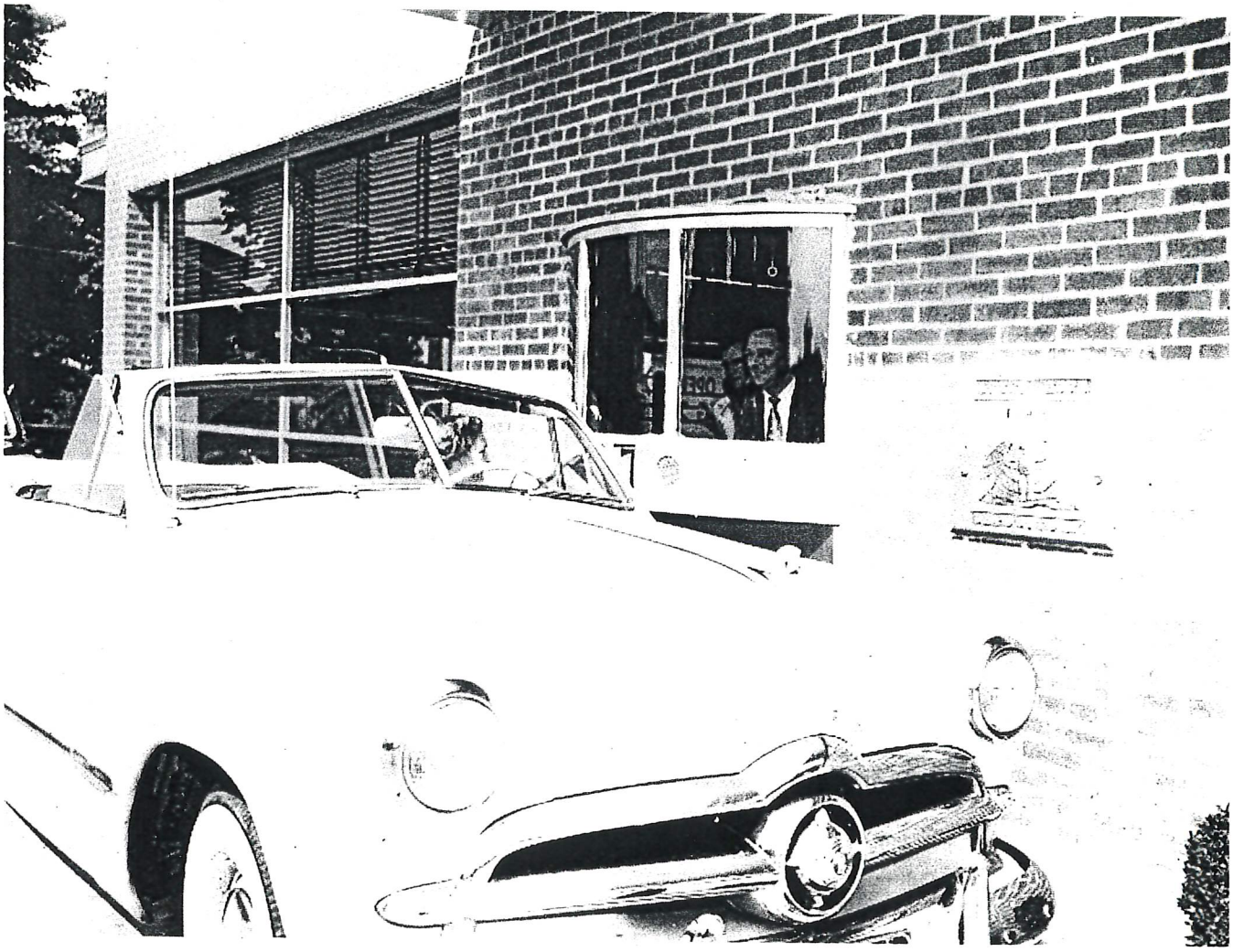
BILTMORE DRIVE-IN BANK
91 Hendersonville Road
In the Heart of Biltmore

Member Federal Deposit Insurance Corporation

Asheville Citizen January 24, 1951

Ewart M. Ball Photographic Collection
N3106b
First National Bank, West Asheville
8/22/50

Fist National Bank, 700 Haywood Road. First Drive-Through bank in Asheville. 50s.



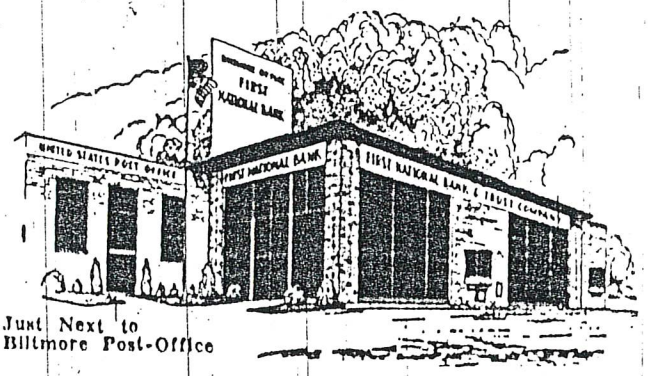
Ewart M. Ball Photographic collection
N3106a
First National Bank, West Asheville
8/22/50

First National Bank, 700 Haywood Road

First National in

BILTMORE

91 HENDERSONVILLE ROAD
IN THE HEART OF BILTMORE



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Biltmore Post-Office

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WEST ASHEVILLE

700 HAYWOOD ROAD—AT THE
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First National, Western Carolina pioneer in DRIVE-IN banking, offers you these two easily-reached offices where you bank from your car window. They are for the convenience of ALL FNB customers, for your account at any of our four offices gives you the services of all. Make your deposits, cash your checks, transact your other business at the office you happen to be nearest. And always keep in mind our invitation:

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WEST ASHEVILLE

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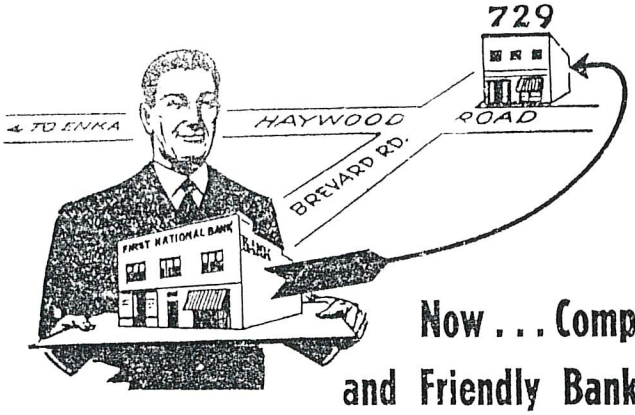
FIRST NATIONAL



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For Businesses and Individuals

ECONOMY CHECKING ACCOUNTS
No Minimum Balance Required

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CHRISTMAS SAVINGS CLUB

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For All Accounts

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CORPORATE & COMMERCIAL

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SMALL BUSINESS LOANS

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FOREIGN EXCHANGE

U. S. SAVINGS BONDS ISSUED AND REDEEMED

Yesterday, August 15, we opened our West Asheville office. Location: 729 Haywood Road, right at the Brevard Road traffic light.

Here we have arranged to give you the complete, helpful service you would expect of First National. Charles W. Chapman, who has been with us for many years, and who is well known to West Asheville business and professional men and women, is in charge.

With our ex-service folk back with us, we are pleased to be able to offer this convenience to our friends in this great and expanding section of the Asheville community.

Please feel free to use these newly established facilities for any possible accommodations a friendly, soundly-operated banking institution can give.

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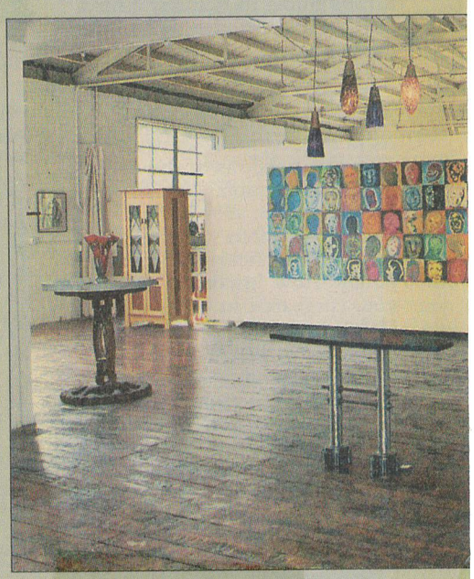
THE ARTS FORUM

West Asheville gets first contemporary art gallery

520

Photos by Ewart Ball/ STAFF PHOTOGRAPHER

Art is up and on the walls at West Asheville's 520 Gallery. Above, Julie Allen, left, and Robin Van Valkenburgh hang paintings by James Sawdey Smith for a new exhibition that opened Friday.



At right, sculpture, paintings and glassworks easily mix in the exhibit space at 520 Gallery.

WEST ASHEVILLE — It was bound to happen. With West Asheville filling up its storefronts with funky shops and eateries, the art world couldn't have been far behind.

So with the grass-roots flair this neighborhood often displays, 520 Gallery opened this summer with little fanfare but plenty of soul as West Asheville's first contemporary gallery.

Constance E. Richards

Slate gray with deep red accents, the building houses a sizable gallery space and the even larger studios of owners Julie Allen and Robin Van Valkenburgh. It is a chic reinvention of what was once an auto body shop. Now it only holds bodies of work, namely of the artist owners and their invited guests.

Following a trend that seems to be entirely Asheville, these artists have taken their fates into their own hands and opened a gallery in which they can display their own works, as well as the work of other local artists. River District artists have a strong showing here, for example.

Robin Van Valkenburgh, a mixed media artist who works predominantly with ceramics, cast aluminum and painting, had run the gauntlet of setting up for shows around the country and found the process daunting.

"As artists ourselves we know the energy it takes to do all that," says Van Valkenburgh. "We know so many artists who want to show their work and we wanted to help them out."

Although the gallery isn't a co-op, it's run in much the same way, with exhibiting artists pitching in to hang posters around town, hand out fliers, and hanging the shows together.

In beautifying the former garage, Allen and Van Valkenburgh have quickly made friends in a community that is also their home. The church across the street, for instance, welcomes visitors to use its parking lot during exhibition openings.

Terra Kirk, a young West Asheville business owner, only recently heard about the gallery. "West Asheville still needs more places like this but I'll go now that I know about it," Kirk said. "We need galleries, sushi bars — everything that downtown has — to make this another facet of our community."

The interior of the building at 520 Haywood Road offers prime exhibition space over about 1,200 square feet. What used to be black oil-saturated floors are now gleaming patina floorboards.

"It was so saturated with motor oil that we couldn't get it all off," said Allen, the gallery co-owner and a woodworker. "I sanded from nine in the morning until nine at night ... and finally we decided to go with the motor oil patina."

Allen designed the space, cutting the 2,400 square feet in half and creating a display wall between the studio and the gallery. A garage door, which is opened during warm-weather receptions, also allows for large-scale pieces to be moved in and out of the gallery more easily.

Exhibitions so far haven't been theme-based, but rather group shows — exhibiting blown glass vessels on hand-carved wood tables, abstract oil paintings next to graphite portraits, as well as smaller ceramic works that find a home in the gallery gift shop, at the front of the space.

Another opportunity for artists already under way is a tailgate art market on the last Saturday of every month.

"Artists need a venue to make some cash and show their stuff," said Van Valkenburgh.

The main criterion for anyone showing at the gallery is that they must be local. "There's so much local art here that doesn't get seen," she says.

520 Gallery has seen an influx of local artisans who have simply dropped by while passing the space for the first time. Van Valkenburgh says they prefer to show full-time artists who are making a living off their art.

"But we have shown people where art is not their job, but their passion," Allen offers.

Most of all, Allen and Van Valkenburgh hope to make collectors out of locals, particularly West Asheville residents.

"We show a lot of different art that's affordable," says Van Valkenburgh. "We want to do our part — you could just say the economy is bad, the market is bad ... but that's just not good enough."

Blue Mountain Schoolhouse Presents:

Two Women. Two Visions.

Gathering Vibrations
The Quilts of Barbara Hooley

Abandoned America
The Photography of Sarah Jones

Gallery Hours 10-5
Monday-Saturday

For more information
828-253-8650

bluemountainschoolhouse.com

520 Gallery

520 Haywood Rd
West Asheville

January 7, 2005
4pm-8pm

520 GALLERY

Simone Wilson, Mimi Strang, Leslie Fay, Robin VanValkenburgh,
Julie Allen, Charles Lackemacher, Ben Waters, Cynthia Wynn,
Christopher Mello, Shelly Johnson (not shown)

July 2 - July 29, 2004

opening reception

July 2, 2004 • 6pm - 9pm

520 Haywood Road • West Asheville

10-13-00

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Do not be deceived by imitators–
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GOOD TUES-WED-THURS ONLY, EXPIRES 10/31/00.
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Friday-Saturday 3pm-10 pm. Sunday Noon-9pm.

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262 Patton Avenue Phone 3469

Calvary Baptist Church Directory 1926

FLYNN & RHODES FURNITURE CO.

Dealers In

Stoves, Ranges, Rugs, Carpets, Blankets and Household Furnishings

Two Stores:

497 Haywood Road Phone 5307

262 Patton Avenue Phone 3469

Flynn & Rhodes Furniture Company

Dealers In Stoves, Ranges, Rugs, Carpets, Blankets and Household Furnishings

497 Haywood Road Phone 5307

ASHEVILLE, N. C.

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

FOREST LAWN CEMETERY IS ONE OF THE FINEST

Forest Lawn Cemetery, Inc. is located next to American Enka Corporation in Enka, N. C., with offices at 550 Haywood Road in West Asheville.

H. B. Angel of Waynesville, N. C. is president of the corporation; John K. Coggins of Elberton, Ga., is vice president and William Milne of Canton, N. C., is secretary.

The company, founded in 1957, provides burial spaces and estates in beautiful Forest Lawn Cemetery, under state supervised perpetual care.

Forest Lawn is the authorized dealer for Stone eternal memorials, monuments, markers and mausoleums. Stone eternal materials are one of the three monumental materials in the world that bears the Good Housekeeping seal of approval and guarantee.

H. B. Angel has been owner and manager of the Haywood Monument Co. for the past 20 years. His wife, Mary Bryson Angel, is a teacher and part-time employe of Haywood Monument Co. They have a daughter, Judith Ann Angel.

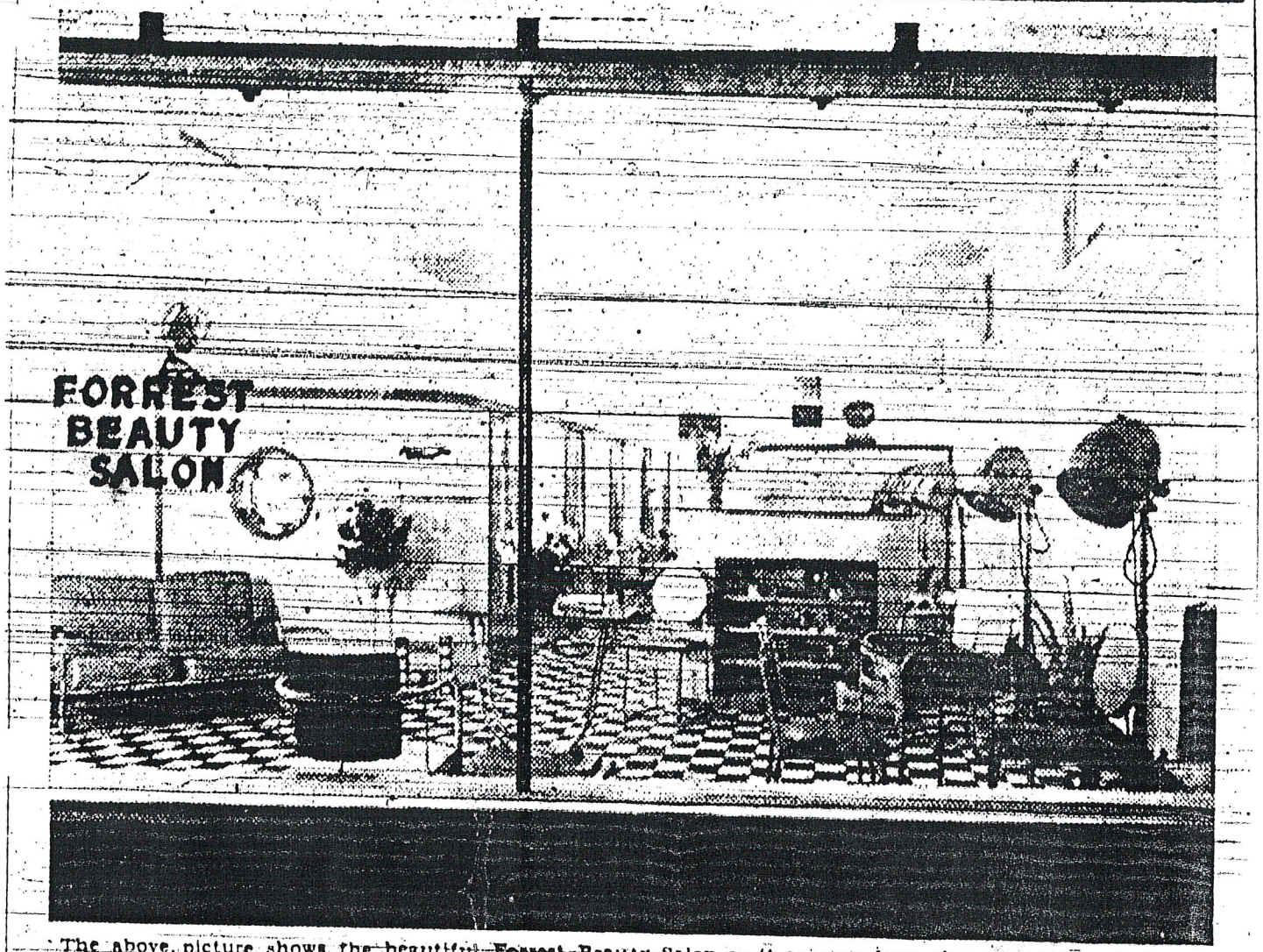
William Milne is employed by Champion Paper & Fibre Co. His wife, Marjorie Brown Milne, is also employed by Champion Paper & Fibre Co.

John K. Coggins, vice president of Coggins Granite Industries, Inc., Elberton, Ga., the world's largest producers of monumental materials. Mrs. Coggins is the daughter of Guy Hunter, former owner of the M. V. Moore Co. Dept. Store. They have two small sons.

Asheville Citizen December 8, 1960

Asheville Citizen Sept. 4, 1938

Equipped With Helene Curtis Products



The above picture shows the beautiful Forrest Beauty Salon as it appears from the street. This ultra-modern beauty establishment is owned and operated by E. T. Forrest who has had over 14 years of experience in beauty culture. Although Mr. Forrest has represented many national beauty supply houses, he says that he chose to completely equip his shop with Helene Curtis products because he knows they are the best. Incidentally Mr. Forrest also owns and operates the Enka Beauty Shop at Enka. Helene Curtis products are distributed throughout Western North Carolina by the Carolina Beauty Supply company at 14 Broadway in Asheville. These products will be demonstrated at the 8th annual convention of Associated Cosmetologists of North Carolina to be held at the George Vanderbilt Hotel, September 4, 5, and 6.

Asheville Citizen September 5, 1938

689 Haywood Rd
1938 CD

Asheville Citizen March 15, 1946

Long Lasting

ROGERS
THE MARK OF QUALITY

HOUSE PAINT

New Beauty for your home this Spring

Best because of its balanced formula. Choose from a wide range of brilliant colors to add a fresh sparkle to your home. Fine quality gives added protection.

$5.49 per gal. in 5's

FORTUNES
PAINT & HARDWARE CO., INC.

Formerly
IDEAL PAINT & HARDWARE CO.
727 Haywood Road Phone 1058

West Asheville News

FORTUNES
PAINT & HARDWARE CO., INC.

Wholesale Distributors for

ROGERS
THE MARK OF QUALITY

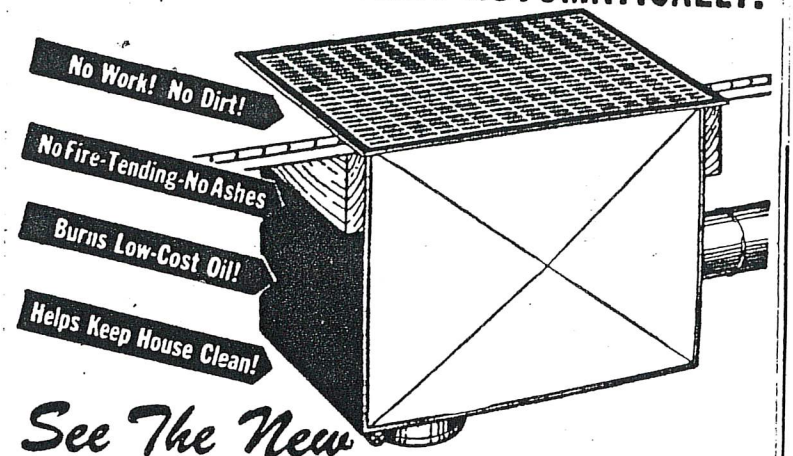
PAINTS — VARNISHES
PAINTERS SUPPLIES

HARDWARE

SPORTING GOODS
SEEDS — FERTILIZERS
GARDEN TOOLS
HOUSEWARES — ROOFING

727 Haywood Road **Asheville, N. C.** **Phone 3-5346**

Heat Your Home Better! AUTOMATICALLY!



See The New

Coleman OIL Floor Furnace

FORTUNES

PAINT & HARDWARE CO., INC.

727 Haywood Road Dial 3-5346

Asheville Citizen August 22, 1948

COMPLIMENTS OF

Fortune's Paint & Hardware Co.

HARDWARE — SPORTING GOODS
ROGERS PAINTS

727 Haywood Rd. Dial 3-5346

1949 Standard Railway Employees Seniority List

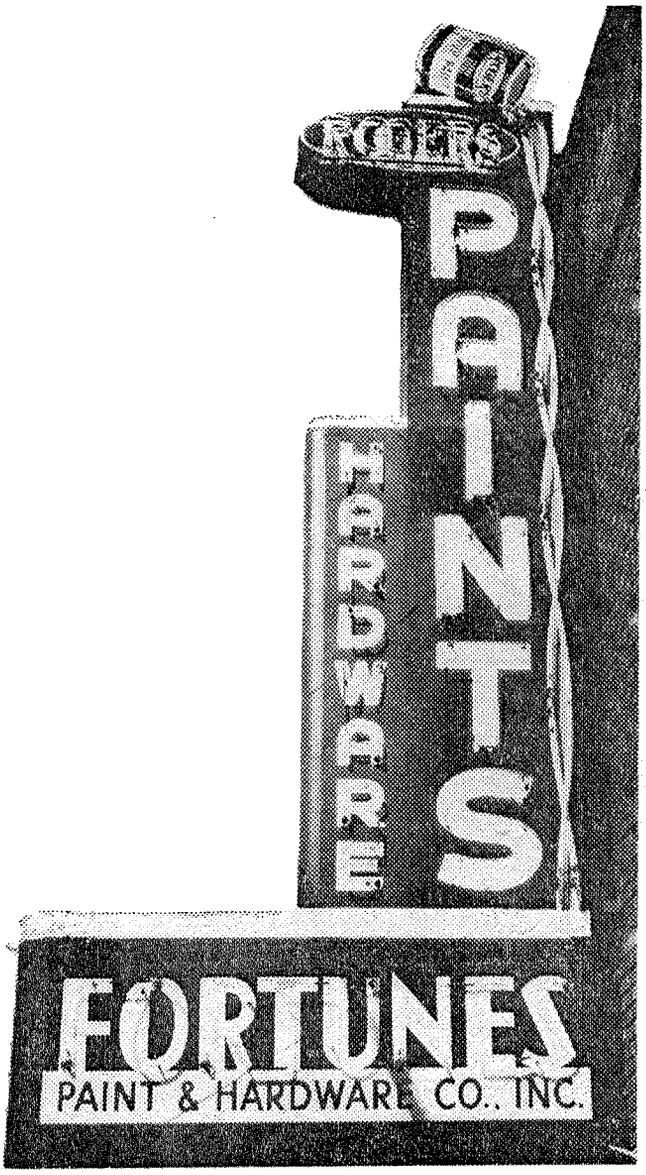
SERVING ASHEVILLE . . .

AND WESTERN NORTH CAROLINA

WITH QUALITY PAINT PRODUCTS

SINCE 1919 . . .

ROGERS HAS BEEN FAMOUS FOR QUALITY
FOR OVER 75 YEARS



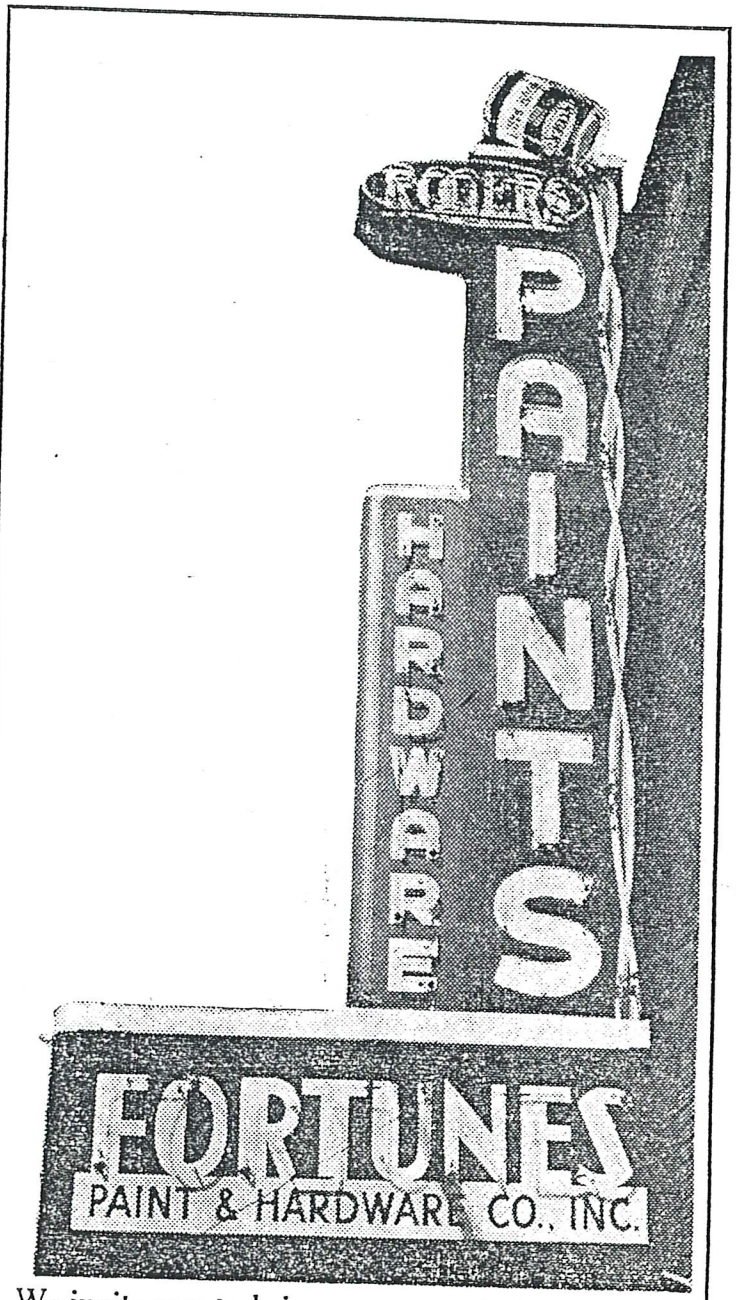
We invite you to bring us your painting and decorating problems. Our years of experience gives us the "KNOW HOW" . . .

FORTUNES

PAINT & HARDWARE CO., INC.

727 Haywood Road

Dial 3-5346



We invite you to bring us your painting and decorating problems. Our years of experience gives us the "KNOW HOW" . . .

Asheville Citizen March 26, 1950

Haywood Road Postal Unit Opens

The Haywood Road Contract Station of the Asheville Post Office opened today on the main floor of Fortune's Paint and Hardware Company at 727 Haywood Road.

APR 17 1967

Office hours will be same as in other Post Office branches of the city, 8:30 a. m. to 5 p. m. on week days and 8:30 a. m. to noon on Saturdays. All regular postal services with the exception of lock boxes will be offered, and it is anticipated that lock boxes will be added if the demand develops.

A-A CITIZEN

A petition for the station was made by merchants of the West Asheville area.

Under terms of an annual contract, L. A. Fortune will be official clerk in charge and will provide the staff for the station. Mrs. Marie Farley will be clerk and other employes will assist with the operation.

WAIT!

Don't Buy ANY Furnace Till You've Seen The New Automatic Coleman With Amazing

Blend-Air

You have to see how it puts "wanted" heat to use!!!

You have to see how it gives individual heat-circulation to each room!!!

You have to see how it cuts installation cost with a 3½-inch warm air duct-system!!!

OPEN FOR INSPECTION

New Home Located at

30 Covington Street

See this new heating system in operation

THURSDAY, April 6th, 1 P. M. to 9 P. M.

FRIDAY, April 7th, 10 A. M. to 9 P. M.

FORTUNES

PAINT & HARDWARE CO., INC.

727 Haywood Road — Dial 3-5346

Asheville Citizen April 6, 1950

FORTUNES
PAINT & HARDWARE CO., Inc.

"Emmatonian" **1951**

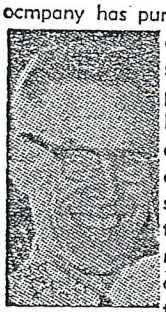
FORTUNES
PAINT & HARDWARE CO., INC.
727 Haywood Rd.
Dial 3-5346

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

FORTUNE'S HAS SERVED WEST ASHEVILLE SINCE 1919

The story of Fortune's Paint and Hardware Company began in West Asheville in 1919 with S. J. Fortune, father of the present manager, Albert Fortune. "Mr. Jack" was able to combine his business with his pleasure and even now spins a good huntin' or fishin' yarn.

For these forty-odd years the ocmpany has pursued a policy of quality service specializing in paints, power and hand tools, builders' hardware, and tool rental servcies. If it's a tool, it can be rented or purchased at Fortune's. The present location was remodeled to provide for modern "check out" operation about two years ago and customers appreciate the opportunity for browsing among the do-it-yourself areas of the store. Of course, there is a competent, well-trained sales staff on duty to assist customers who desire it.



FORTUNE

Fortune's salesmen are given specialized training in factory schools and local sales training. They are now in the midst of a "Paint Salesmen's School" at Lee Edwards.

If you need help with a home repair problem, a decorating problem, a building problem, or want to know when the fish are biting at Fontana . . . go to Fortune's.

The Hardware and Sporting Goods departments are managed by Jim Banning. The Tool Department by Harold Knighten, and the Paint Department by Wayman Pritchard. Albert Fortune has been store manager for the five years since Mr. Jack's well-earned retirement.

Asheville Citizen November 10, 1960

Asheville City Directory, 1947

Curb Service

For All Kinds Sandwiches
Soft Drinks and Beer

PLATE LUNCH .. 25c

Franklin Cafe

L. E. FRANKLIN, Owner

229 Haywood Road

Asheville Citizen December 12, 1937

L. FRANKLIN

GROCERIES AND FRESH MEATS
FEED AND HARDWARE

Orders Filled Promptly

Phone 3261

West Asheville, N. C.

Calvary Baptist Church Directory 1926

8 Years Serving West Asheville
Children Haircuts 15
Adults Haircuts 25
Shave 15

French Broad
BARBER SHOP
E. G. Ball 223 Haywood Rd

West Asheville News December 12, 1937

WORK WAS COMMENCED ON NEW PLANT TODAY

Work on the foundation of the French Broad Granite-Brick company, whose plant will be located on the west side of the French Broad river, close to Riverside park, was commenced this morning. It is expected that the buildings will be completed, and the machinery installed in about six weeks. Mr. Hobart of the New York office of the H. Hunnekes company is the engineer in charge of the construction work. The French Broad Granite-Brick company will manufacture sand-lime brick that is now being used extensively all over the country for private and public buildings.

Asheville Gazette News August 20, 1904

Site Selected for French Broad Granite-Brick Plant

A portion of the machinery for the French Broad Granite-Brick company has arrived and other necessary machinery for the manufacture of sand-brick and tiling has been shipped. Portions of the machinery to be used in the manufacture of the bricks and tile is covered by patent and will not be here for several days.

The site for the location of the brick-making plant has been selected on the French Broad river, on the west side, near the rock quarry and between the river and the tracks of the Southern Railway company. Contractors are now looking over the plans for the foundation and other construction work and as soon as the bids are all in the contract will be let and active building begun.

The French—Broad Granite-Brick company propose to manufacture by patent process a sand-lime brick for building urposes, which has recently come very much into use throughout the country. Several handsome buildings in this state and South Carolina are now being built of this class of material and the government has adopted it in the building of its barracks in the west.

Asheville Gazette News July 1, 1904

French Broad Granite-brick Company Now Making Brick

The French Broad Granite-Brick company, located on the French Broad river close to Riverside park, was completed last week and put in operation. Since the starting of the works a number of brick have been manufactured daily to be used as samples, and with the completion of the side-tracking and the connecting of the tracks with the main line of the Southern Railway the plant's full capacity, 20,000 per day, will be turned out. The bricks being made by the French Broad Granite-Brick company are splendid specimens of building material and the output will be rapidly consumed. This style and color of bricks are being used extensively in different portions of the country in the construction of both residences and public buildings and the United States government has adopted the material for use in erecting government barracks.

Asheville Gazette News January 13, 1905

Compliments

of

French Broad Laundry

Cor. Brownwood and Logan Avenues

PHONE 5811

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

French Broad Laundry Operated By Downeys

C. L. Downey, president and L. L. Downey, vice president and secretary, recently bought the French Broad Laundry and have spent approximately $19,000 on new improvements and equipment to bring the plant up to meet all modern demands for finer laundry work and dry cleaning.

The Downey brothers also operate laundry and dry cleaning plants at Lenoir and Hickory and are thoroughly experienced in rendering the highest type of cleaning service to their customers.

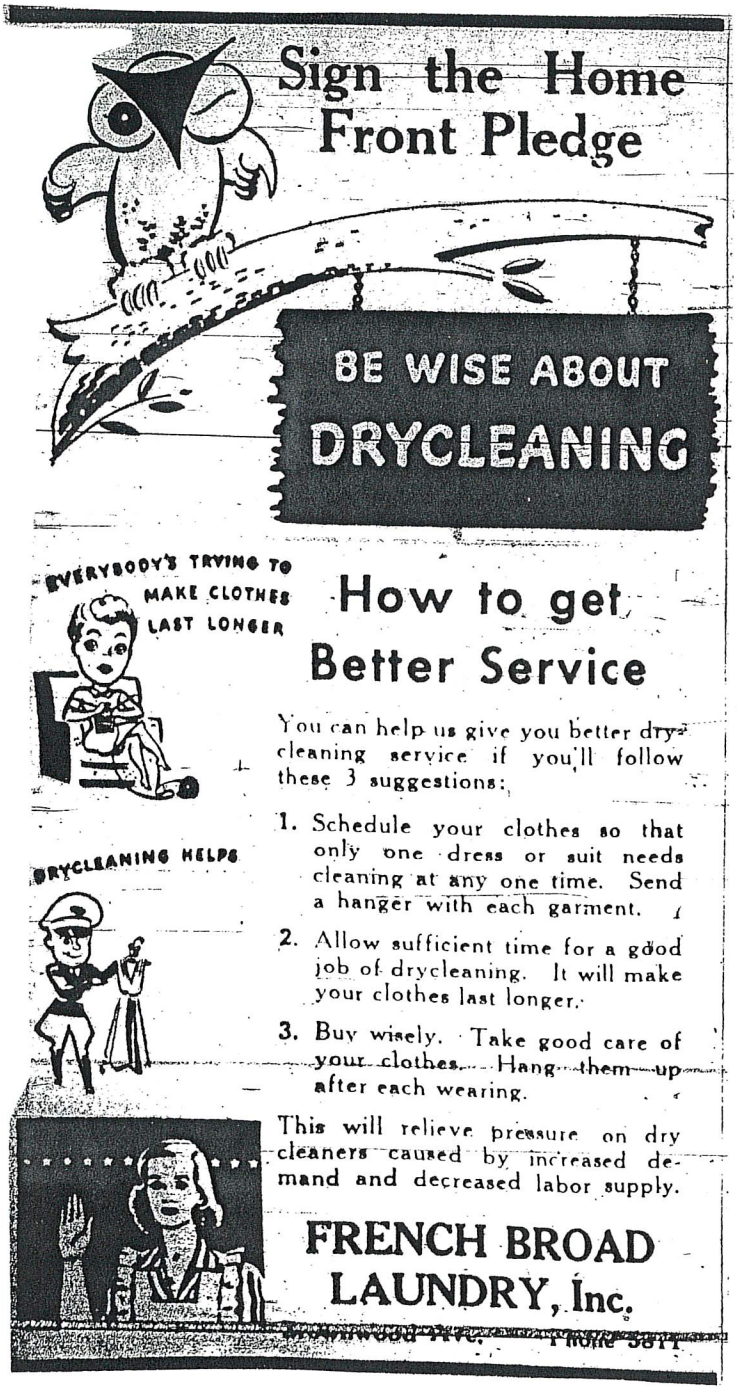
The public is assured that in the New French Broad Laundry, their clothes will receive the proper care that they deserve.

This plant now features the famous Sanitone method of dry cleaning as advertised in the Saturday Evening Post and Good Housekeeping magazines.

"We feel that the Sanitone method is the very best dry cleaning method on the market today," L. L. Downey. "It costs more to use than other methods, but we want to give our customers the best work possible and for this reason have selected Sanitone."

The French Broad Laundry is located on Brownwood avenue in West Asheville and maintains a fleet of trucks to call for and deliver work. The customer merely has to call telephone 5811 for prompt service.

Asheville Times January 17, 1942



Asheville Times August 31, 1943

TWO BURGLARS FAIL IN EFFORT TO CRACK SAFE

Load 600-Pound Safe On Auto And Then Run Afoul Of Cops

CAR AND SAFE ARE TAKEN AFTER RACE

Alleged Owner Of Auto Held Without Bond In City Jail

Failing to crack a 600-pound safe belonging to the French Broad Laundry company and containing $300 in cash and other valuables, two burglars loaded it on the back of an automobile early yesterday and proceeded to move it to a safer location.

Hardly 100 feet from the plant at Haywood and Brownwood roads, the burglars bumped into police, who gave chase. After a race which continued for a mile, ending at the rock quarry near Smith's bridge on French Broad River, the pursued abandoned their car and the safe and escaped in the darkness.

Jack Ernest Arrested

Jack Ernest, of Waynesville avenue who police say owned the abandoned automobile, was arrested yesterday and is held without bond for investigation.

Patrolmen Rector and Fox were sitting in a police car talking when they saw an automobile drive out of the alley by the laundry. As the automobile passed them they saw the safe, two legs of which were dragging the pavement. They gave chase.

The race led down Waynesville avenue to the river. At Smith's bridge the lights of the pursued automobile were turned out and the policemen for a time lost the track. Then they saw the sparks struck by the iron legs of the safe from the pavement. They renewed the chase but the two men had disappeared when they arrived at the halted car.

Lock Battered

The combination lock of the safe had been battered out of shape indicating the burglars had first tried to open it at the laundry.

Officials of the laundry were notified and a truck was sent to carry the safe back to company's building.

An investigation at the laundry showed the men had entered through a window they had "jimmied." In order to remove the safe, various pieces of machinery and furniture in the building had been moved to clear the way. The safe was rolled out on a trucker and was dropped on the rear end of the automobile from the carrier.

In addition to the $300, the safe contained about $300 in checks and various office records.

Rector said he turned his light on the face of the driver of the automobile and would be able to identify the man if he is taken. He said the chase started at 2 o'clock in the morning.

Police Chief Measer ordered Ernest held incommunicado. The register shows he is detained for investigation.

FRENCH BROAD LAUNDRY, INC.

Corner Brownwood and Logan Avenues

5811—PHONE—5811

"In Your Community for Your Community"

French Broad Laundry

(INCORPORATED)

ALL BRANCHES OF LAUNDRY SERVICE

Expert Cleaning and Pressing

A TRIAL WILL CONVINCE YOU

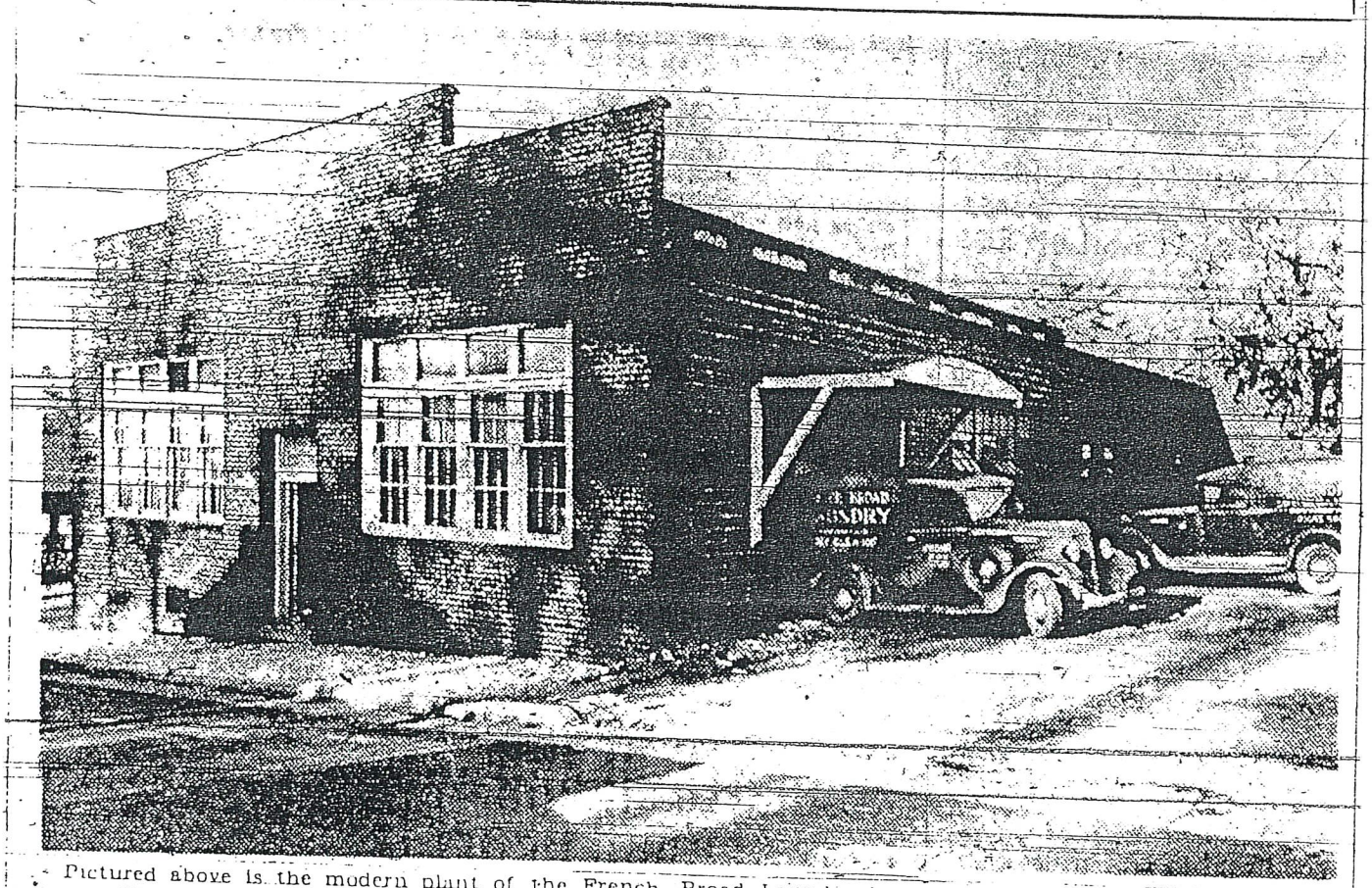
Phone 5811 Corner Logan and Brownwood

"In the Community for the Community"

FRENCH BROAD
LAUNDRY, INC.
All branches of laundry service
EXPERT CLEANING
and PRESSING
Phone 5811 West Asheville

Asheville Citizen December 12, 1937

Modern Plant of French Broad Laundry



Pictured above is the modern plant of the French Broad Laundry located at Brownwood and Logan Avenues in West Asheville. Over 40 people are employed by this concern and routes are maintained all over the city, Enka and Candler. The French Broad Laundry was organized in 1926 and during the ensuing years have enjoyed steady and dependable growth. Today it ranks as one of Asheville's leading laundries and dry cleaning establishments. G. G. Morgan is Secretary-Treasurer and I. H. Miller is President and Production Manager.

Asheville Citizen February 11, 1939

FRENCH BROAD LAUNDRY—Part of the equipment and drivers of this firm are shown in the above picture. In the background may be seen a section of the plant where about $19,000 was recently expended in an expansion program. Last fall the French Broad Laundry was purchased by the Downey brothers who operate plants at Lenoir and Hickory. The local plant is managed by L. L. Downey, and is located on Brownwood avenue, West Asheville.

Asheville Times April 18, 1942

West Asheville News January 29, 1943

French Broad Laundry, Inc.

Phone 5811

Asheville, N. C.

Brownwood at Haywood Blvd.

Congratulations to the

WEST ASHEVILLE NEWS

on their

17th Anniversary

●

FRENCH BROAD LAUNDRY, Inc.

Brownwood Ave. Phone 5811

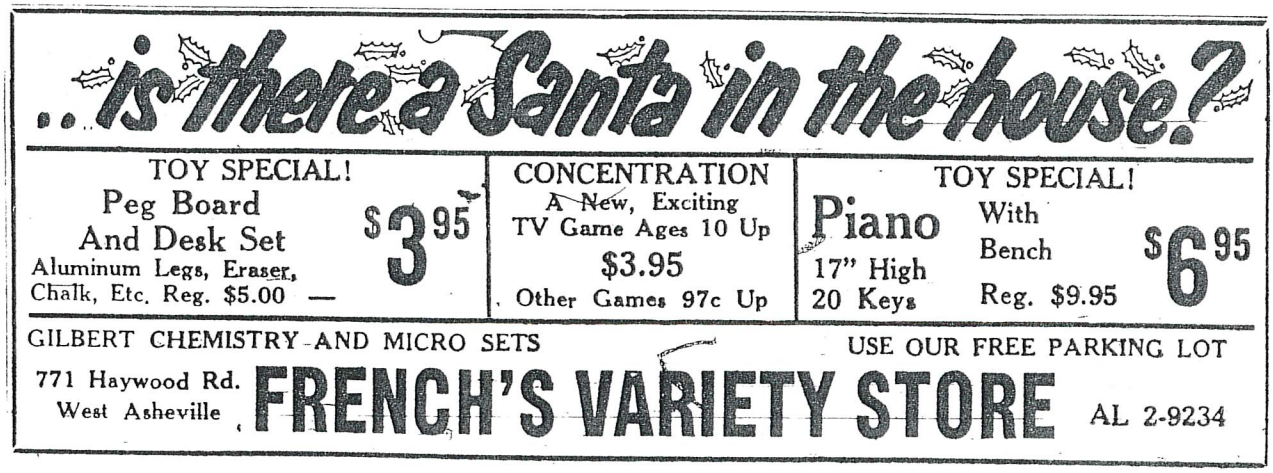
BE WISE ABOUT DRY CLEANING—GET BETTER SERVICE!

- 1.—Schedule your clothes so that only one dress or suit needs cleaning at any one time. Send a hanger with each garment.
- 2.—Allow sufficient time for a good job. It will make your clothes last longer.
- 3.—Buy wisely. Take good care of your clothes. Hang them up after each wearing.

Select
From Our
LARGE
ASSORTMENT
of
TOY
WHEEL
GOODS

FRENCH'S
Variety Store
775 Haywood Rd.

Asheville Citizen September 6, 1951



Asheville Citizen December 16, 1959

French's Variety Store

Headquarters for School Supplies

775 HAYWOOD ROAD

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Asheville Times October 17, 1951

Asheville Citizen March 30, 1951

Friendly Grocery

Fresh Vegetables, Meats, Poultry

Free Delivery

PHONE 3-2609

503 Haywood Road

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Project Finished

Don Russell taped a Quality '76 Project sign in the window of his Friendly Grocery on 503 Haywood Road following extensive remodeling and repainting he did in preparation for the nation's 200th birthday anniversary on July 4, 1976. These Quality '76 signs are becoming prevalent in businesses throughout the city and county as the spirit of '76 catches on. (Staff Photo by Bill Sanders)

9-30-76

And 85 Different Sandwiches, Too

Don Russell, owner and operator of the Friendly Grocery on Haywood Road, proudly displays a "custom built" sandwich. Assistant sandwich-builder Pam Holcombe looks on. (Staff Photo by Bill Sanders)

Everything From Eggs To Watches

Here and there throughout the city, sometimes hard to find, are little businesses still thriving in the tradition of country pleasures.

Many of those pleasures are to be found at the Friendly Grocery, 503 Haywood Road in West Asheville.

A quiet little store offering everything from watches to diapers to fresh country eggs sold in paper bags, the Friendly Grocery now boasts a relative-ly new business in "custom-made" sandwiches.

Don Russell, who bought the grocery in 1949 and has bustled up and down its aisles six days a week for the past 27 years, says the sandwich business was "something of an accident."

"When they started tearing down the block of buildings next door to build the Shell station about six years ago, the workers would come in looking for something to eat at lunch-time," Russell says.

"One day, one of them looked at the sandwich I was eating, which I had brought from home, and said, 'how much is that?' So, I sold him mine, made another for myself and that's how all this began."

"All this" includes a bill of fare with 85 different varieties of sandwiches, most of which are big enough for two hungry people.

"These aren't ordinary sandwiches," Russell points out.

The assortment of possible ingredients is amazing — ranging from the well-known reuben to double-deck banana, pineapple and cheese sandwiches laced with lettuce.

Other choices, which are advertised on cardboard signs behind the sandwich counter, include eight varieties of "king of the roads," which appear to be half a foot thick, and a two-foot-long "family submarine," which allegedly feeds five but would probably do for 10.

Russell attributes part of the success of his small business to "that touch of friendliness missing in the big supermarkets of the day."

"We like to do a little bit extra for our customers," he says. "There's just not enough of that human element left in business anymore."

Russell says he has customers who call in orders from Mars Hill, Hendersonville, Black Mountain, "and, of course, all through the city — bankers, construction workers, neighbors, all kinds of people."

The small business, run by Russell, his wife, Marian and his mother, Mrs. Annie Green, who contributes her homemade kosher pickles and pickled beans, provides "at least one meal a day" for Russell.

"I like people," he says. "And people like my sandwiches. We'll probably be here for awhile."

Asheville Citizen September 30, 1976

He's Sandwich Engineer

Highland Happenings By Nancy Brower

When customers make their way to the back of the Friendly Grocery to order a sandwich, Don Russell overwhelms them with 150 possibilities. The array of sandwiches offered by the neighborhood grocery at the corner of Haywood Road and Burton Street in West Asheville is so unexpected, customers usually stammer out some uninspired combination like ham and cheese on rye.

Russell stands ready to make German specialties like knockwurst and winekraut with melted cheese on a roll, pineapple, banana and cheese on bran 'n honey bread, every imaginable variation of the submarine sandwich and his own specialty, the King of the Road sandwich, a towering "Dagwood" which weighs in at a pound and a half.

On the wall behind the deli case are big color portraits of sandwiches. They were made by Russell, artfully arranged on blue velvet draperies like the crown jewels, accessorized with pickles and potato chips and professionally photographed. Cheryl Tiegs has not had more glamorous treatment than Russell's subs and sandwiches.

After some years with A & P stores, Russell bought the corner grocery in 1949. He has operated it 33 years, doing a big business in cigarettes and sandwiches, selling a full line of groceries and even some sundries

"The grocery business is getting difficult for the small businessman," Russell said. "He is having to come up with something else to help him stay in business."

For Russell, that "something else" was sandwiches. He was in the habit of making himself a deluxe sandwich of cold cuts for lunch each day. When the block of businesses across Burton Street from the store was being torn down some years ago, men from the demolition crew wandered into the grocery in search of something to eat.

"I had made myself a sandwich for lunch," Russell recalled, "and it was there on the counter. One of the workers asked, 'Where can I get a sandwich like that?' I sold him mine and, of course, it grew from there. The sandwich business has helped me stay here. The neighborhood grocery has been pretty hard hit."

The sandwich Russell had concocted for himself was a little bit of

—Turn To Page Five

Staff Photo By June Glenn Jr.

DON RUSSELL holds King of the Road

aSHEVILLE cITIZEN EARLY 1982

He's Sandwich Engineer

From Page One

everything in the meat case that day, laced with fresh onion rings, lettuce and tomato. It became his King of the Road, now standardized as ham, cheese, corned beef, lettuce, tomato, onion and mayonnaise on a five-inch bun, topped with a wedge of Kosher dill pickle.

Equally popular are his submarine sandwiches, including a family-sized deluxe sub that weighs five pounds, sells for $12.99 and serves five or six persons. When Russell makes a BLT (bacon, lettuce and tomato) sandwich, his version of this longtime favorite is "the largest one you ever saw."

Subs and Such

"Subs, heroes, hoagies, po boys, they are all basically the same sandwich," Russell said. He prefers to call his subs. He has concocted his own oil and vinegar sauce to sprinkle them with, which, he said, includes 15 ingredients.

Russell, assisted by his niece, Cindy Russell, assembles the 150 sandwiches from a deli case filled with great loaves of cheese, yards of sausages and wursts, cold cuts of every persuasion and tubs of giant pickles. He can, from this palette, make anything but a meatball sandwich, an item he refuses to add to his menu. "I never saw a meatball sandwich," he maintains, "and I've never tried to make one.".

Otherwise, he aims to please. He will make a small sandwich for a kid, lavishing on the peanut butter and jelly. He once carefully followed an order for a ham and cheese that called for leaving off the ham.

He figures he sells about 100 sandwiches a day on a busy day. The busiest days are just ahead, he said. "Spring is good eating weather. It's not too hot and it's not too cold. You can get out and get the exercise that makes you hungry. It's just an appetizing time of year."

Wife Helps, Too

With wife Marian to mind the cash register at the front of the store, Don Russell can concentrate on sandwiches. He's outgoing, wears a butcher's apron and looks the part of the proprietor of the Friendly Grocery. He has even rigged up a place for people to lean as they munch away on the man-sized sandwiches. It is only a fancied-up plank of wood, but supplements the only other eating place in the grocery, the top of a chest-type freezer.

Most sandwiches are made "to go" and Russell provides a cone-shaped paper envelope to catch the overflow from his piled-high creations.

"Many of our sandwiches were designed here and all of them are custom-built here," Russell boasts, adding with a wink, "You need a degree in engineering to make some of these sandwiches."

Russell said a grocery store and a sandwich business go together like ham and cheese. "If somebody orders a sandwich with something I don't have, I just go to the grocery shelves and get it."

Anyway he slices it, it's time to retire

Friendly Grocery's sandwich man calls quits after 36 years

EWART BALL/Times

Sandwich production line

Don Russell, wife Marian and helper Carl Neff in deli at Friendly Grocery

By Mike Sharsky
Staff Writer

In less than a month, a 36-year tradition comes to an end in West Asheville. The sandwich man is retiring.

The first thing you notice when you go in the Friendly Grocery at the corner of Haywood Road and Burton Street is the loud cowbell that rings right over your head.

Then you turn left down a narrow aisle and before you see it, you hear it, the sizzle of food on the grill. And you smell it, pungent and meaty.

It's Don Russell's deli, home of 149 different sandwiches, and after Dec. 31 the Russell magic will work no more.

"We just tried to live up to the name that was already here, Friendly Grocery," Russell said, perched companionably on a stack of milk carton cases. "You know what Wachovia's slogan is, don't you — we've got a million customers 'cause we treat 'em one at a time. That's how we do things here."

Russell's magic is many things, not the least of which is personal service. Since Jan. 8, 1949, he and his wife, Marian, married since 1942, and a scattering of helpers have greeted the patron with the kind of quick and easy "Can I help you?" that sounds a little warmer in the close confines of a small family business.

"The people of the community can call him friend," Carl Neff said. "Everybody that comes in, it's 'Mr. Don.'" Neff is a doctoral candidate in theology who has worked as sandwich manager for some months.

"I've eaten his sandwiches for years," Neff said.

"It was in April he came," Russell said softly, "about two weeks before mama died."

Annie Green contributed homemade kosher pickles, pickled beans and part of the family in the family business before her death this year.

Russell turns 65 on Jan. 8. He doesn't want to give up the store, neither does Marian, but since a heart attack five years ago Russell can't get health insurance and he fears a sudden financial blow.

"I'm considered a candidate for open-heart surgery now. That's 30, 40 thousand dollars, and the insurance companies don't want to carry me." A trace of bitterness shades into his voice and Marian's when they talk about their previous carrier, who they said dropped Don from the rolls after his heart attack.

"Some other company came along and bought them, and when they did that they dropped a bunch of people like me. Now I've got a pre-existing condition, and I can't get insurance. I'd like to work until I was 70."

Will someone carry on the tradition?

"It's debatable," Russell said. "We didn't set out to pre-sell because I wanted to work the full year, I didn't want somebody coming in and saying they wanted it in November. I just started to advertise this month.

"Whoever buys it can do what they want with it."

They will be hard pressed to keep the magic alive. It's in the spanking clean, freshly painted and scrubbed walls and floors, tended to by hands that love their work. It's in the small but carefully tended stock, kept just so for the needs of a neighborhood it has served for decades. It's the magic of daily rituals: old and comfortable customers; children to see Mr. Don; voices raised just right to reach any part of the store from any other part; movements of hands and feet that know their way around and the places of everything in the store without thinking; banter with a delivery man who has delivered and bantered longer than most couples today stay married.

"I guess I've walked enough miles on this floor to go around the world," Russell said.

And, of course, there are the sandwiches.

Subs beyond count, really, because if it isn't one of the 149 listed, it gets made anyway.

"If we can't make it, we'll fake it," Neff said, two-fisted sandwiches with as much meat and cheese and whatever hanging out the sides as between the bread. Sandwiches with verve, with moxie.

And then there are the big ones.

"We had a 6-foot sandwich on this block yesterday," Russell said, pointing to the top of a cooler covered in butcher paper.

The cooler is Russell's table, and it serves admirably.

The cowbell rings and two girls walk in. Marian is working the register. Neff runs up to help. "You dropped a quarter," Russell calls out, excusing himself in the middle of talking about catering hors d'ouevres to business meetings to run up and help the other two. "Have a merry Christmas," the girls call out in chorus, and the salutation is returned.

A sandwich eaten at the Friendly Grocery is a rambling meal, like the slower tick of a summer's day clock. John Keats would have liked to eat here.

"We've got what you call a variety store, three sections we kind of specialize in," Russell said. "That's our cigarette section, our deli section and our grocery section."

Yes, the cigarette section, somehow incongruous in this very proper establishment where no man shall buy wine or beer and no fly dare tread. The Friendly Grocery overflows with cigarettes, cartons stacked by the hundreds in what should be dairy freezers.

"When they built I-240 about 20 years ago, people would stop in and buy cigarettes," Russell said. "We've had people from all over the world stop in and buy cigarettes. We've kind of built up our cigarette business from that year.

"We're well known in West Asheville. We're well known through this part of the country. People can't wait to get one of our sandwiches," Russell said, becoming animated. He leans across the cooler. "They talk about it for miles before they get here, about the sandwich they're going to get."

Then the fact of his retirement intrudes and he settles back.

"I guess they say you can get caught up in 30 days. After that, after that I guess I'll just retire."

Russell pulls out a letter from what he calls "a rank stranger," an Atlanta man just passing through who just happened to stop and sit a spell.

"I'm no exception to the fast pace of current times," the visitor wrote, "but for a brief moment, you may not realize, you took my thoughts back to a time I much prefer, when people were just people. Friendly Grocery is everything the name implies."

Asheville Citizen December 17, 1984

Asheville Citizen November 8, 1951

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The Above Members Are Pledged to the Code of Ethics

ASHEVILLE TELEVISION ASSN.

Asheville Citizen January 4, 1957

Asheville Citizen December 25, 1959

SPECIAL!

5-PIECE
DINETTE SUITE

Formica top with chrome trim. Pedestal type styling. Regular value $95.00. Special **$75.00**

Furniture Sales Co.

419 Haywood Road

Dial 2-4123

Asheville Citizen March 15, 1946

"GOOD THINGS TO EAT—SERVICE"
FURR'S GROCERY STORE
Staple and Fancy Groceries, Confections
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The PREMIER POCKET MAP of Asheville, NC 1912

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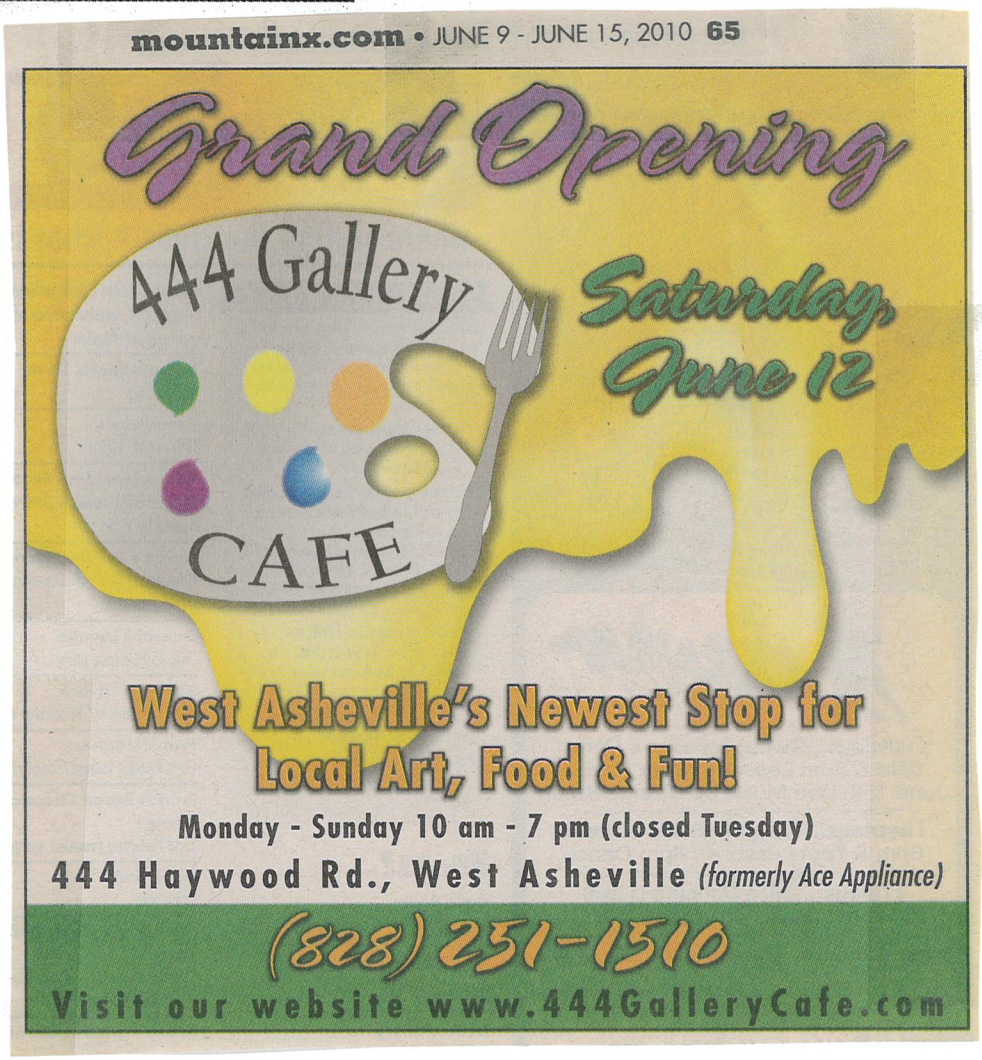
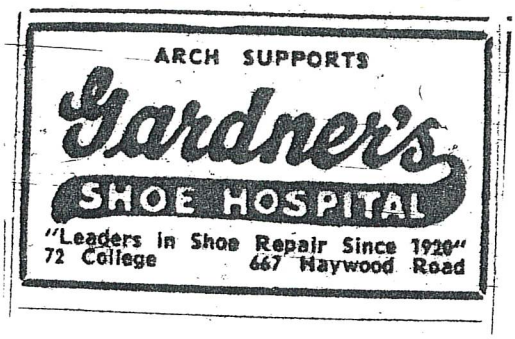


Asheville Citizen-Times December 1, 1933



Asheville Citizen December 18, 1959

Entrepreneurs on the River

Biodiesel Pump to Open in Asheville!

Starting July 16, consumers in WNC may begin purchasing B99 biodiesel fuel at the new pump at The Gas Up service station in West Asheville.

On Saturday, July 16 at 1 p.m., Blue Ridge Biofuels Cooperative will celebrate the grand opening of WNC's first publicly accessible biodiesel filling station at the Gas-Up located at 405 Haywood Road in West Asheville just off I-240 exit 2. The pump will be open daily from 6:30 a.m. to 10:30 p.m.

The 3 product pump will initially dispense B99 (99% biodiesel, 1% petroleum diesel), but will soon offer various blends, such as B50 and B75. Biodiesel is a vegetable oil based fuel that can be used in any diesel engine without modification and in oil furnaces. Biodiesel is an important alternative fuel that significantly decreases emissions from diesel vehicles, decreases dependence on foreign oil and enhances the local economy.

The pump and storage tanks were funded in part through a grant from the NC Solar Center and the NC State Energy Office. To meet demand, Blue Ridge Biofuels will begin distribution of biodiesel produced in other states but plans to expand production of its own B100 using waste vegetable oil from area restaurants. Since Blue Ridge Biofuels intends to dispense biodiesel that is produced at its nearby plant, the company will be able to reduce transportation costs, offering the fuel at a more competitive price.

Before installation of the new fuel dispenser and storage tanks was complete, consumers were already excited about the opportunity to purchase clean fuel. "Public response has been phenomenal!" said Director of Development Paul Beaton. "There is a large demand for biodiesel in this area and folks can hardly wait until we are able to fully serve them."

A ribbon cutting ceremony will be held by Blue Ridge Biofuels along with Julian Agbala, owner of the Gas-Up. NC State Energy Office Director Larry Shirley will be speaking about Biodiesel. State and local elected officials have been invited along with representatives from Warren Wilson College and UNCA who plan to use biodiesel in their vehicles. Blue Ridge Biofuels staff will be on hand for demonstrations and to answer questions. The Indigenous Tea House will host an

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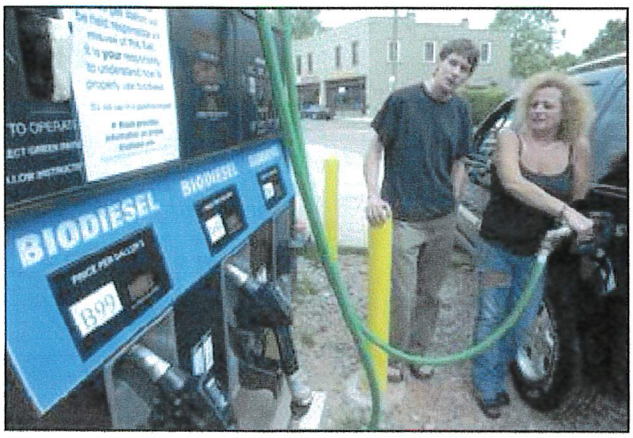
For general information about **biodiesel**, see www.**biodiesel**.org. For questions about the opening, please contact Paul or Brian at Blue Ridge Biofuels, 828-253-1034, or email at info@blueridgebiofuels.com.


BIODIESEL
B99

Geer Clothing Company Showing Fall Styles

Offer Values By Being Out Of High Rent District

With the Fall season just a few days off thoughts turn to ones personal appearance in the latest fall styles.

The Geer Clothing company, located 717 Haywood road in West Asheville are showing a complete selection of Fall suits. According to Wade B. Geer, manager, these suits are all wool and a complete selection of colors are on display. Mr. Geer pointed out that due to the fact that his store is located out of the high rent district he can sell quality clothing for less. The customers get the saving. The Sewell Clothes are carried in stock and cost only fifteen dollars. You are invited to drop by the store at any time and see for yourself the fine quality material that these suits are made from. The management is quite sure that you won't be disappointed.

This pular firm carries the well known Piedmont and Roth shirts which are guaranteed for one year. Thoroughbred hats, trousers, leather jackets, sweaters, and a complete line of work clothes.

All spring and summer suits are being closed out for the small sum of nine dollars and ninety five cents.

Mr. Geer stated that many people are taking advantage of their lay-away plan which means that the customer may make a small deposit on a suit or any other item and the item will be put aside until the purchaser wants it. Mr. Geer has been in the clothing business for the past sixteen years and for the past seven years he has been located in Asheville. This wide knowledge of clothing makes it possible for Mr. Geer to get good values from the manufacturer and pass the savings on to his customers.

Asheville Citizen August 29, 1938

Mrs. Lanning To Open Gift Exchange Shop

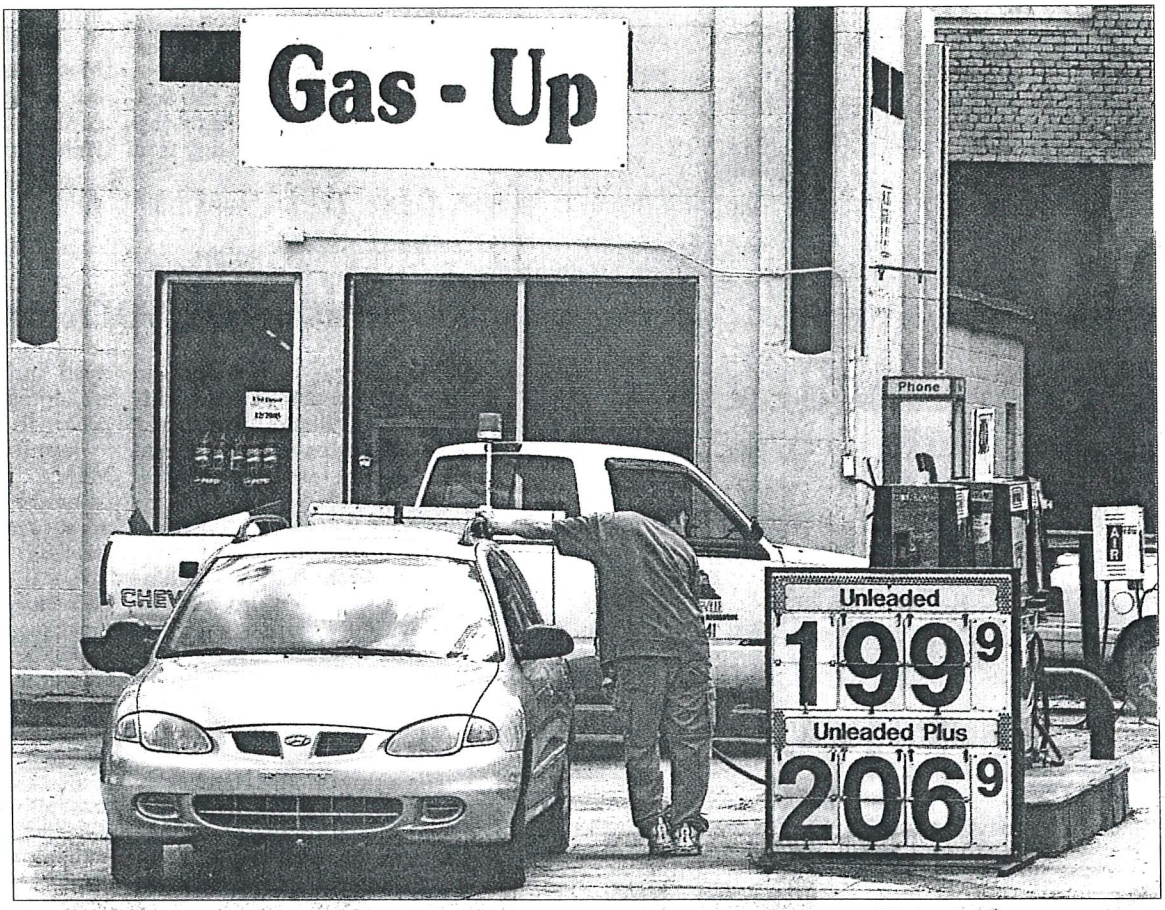
Mrs. W. E. Lanning who recently purchased the Gift Exchange at 50 Highland street from Mrs. E. H. Clevenger, will open a gift exchange shop at 52 Virginia avenue, West Asheville, tomorrow morning, it has been announced. Various articles of home made clothing and other items will be on sale and orders will be taken for hemstitching, picoting, smocking, sewing, cakes, candies and monograms.

Asheville Citizen May 7, 1929

THE GIFT SHOP
FELIX A. SCROGGS
645 Haywood Road
WEST ASHEVILLE, N. C.
Full Stock of Gibson
Greeting Cards

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

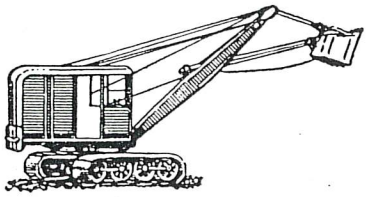
Fill 'er up — gas prices take a dip



Bill Sanders/STAFF PHOTOGRAPHER

Gas prices continue to drop locally, as is evident by this motorist filling up Tuesday with $1.99 gas at the Gas Up station on Haywood Road and Westwood Place in West Asheville. Nationally, the average price of a gallon of gas as of Monday was $2.12.5, down 3.8 cents from a week ago, according to the U.S. Department of Energy.

Asheville Citizen May 25, 2005



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(C-225)

December donations vital to charities

Steve Dixon photos/STAFF PHOTOGRAPHER

Barbara Roberts of Goodwill Industries tosses a shirt into the dirty linen bin at the intake area of the Goodwill store at 1616 Patton Ave. December is the group's busiest month for donations.

Easter

Sunrise Service

(7:16 Eastern War Time)

•

Green Hill's Cemetery

•

REV. J. B. GRICE

Will deliver the Resurrection Message

Broadcast Over Sound System

•

CALVARY BAPTIST CHURCH CHOIR

West Asheville News March 20, 1945

REV. J. B. GRICE, Pres.
M. L. MANEY, Sec.

WADE M. STEELMAN, Vice-Pres.
GEO. PENNELL, Treas.

GREEN HILLS CEMETERY

Perpetual Care
Monumental Park Plan

Chartered by N. C. Legislature
Permanent, Non-Profit Corporation

•

EDW. B. ROBERTS
Supt. of Sales

•

PHONE 1926 -- ALL HOURS

EASTER REGRETS

FROM

GREEN HILLS CEMETERY

We are sorry that due to the disastrous fire which completely destroyed our chapel, broadcasting system, sound tower, service building, and every piece of equipment we had:

1.—We are compelled to cancel the scheduled 1946 Easter Sunrise Service for lack of proper facilities.

2.—The Cemetery will not be in good condition for Easter Visitors.

We will rebuild as soon as suitable building materials can be purchased.

We thank the loyal funeral homes, the Ottis Green Hardware Company and Frank J. Austin Hardware Company for courtesy in gathering together equipment with which we have been operating in a crippled condition. We are grateful to Mr. Wiley L. Morgan, of Greenwood Cemetery,, Knoxville, Tennessee, and many other large cemeteries over the country who have come to our aid in this emergency and who are rushing to us specialized cemetery equipment which cannot now be secured from the manufacturer.

We hope to resume normal service in the course of a few days, and invite you to our

1947 EASTER SUNRISE SERVICES

GREEN HILLS CEMETERY

West Asheville News April 19, 1946

GREEN HILLS CEMETERY

A non-profit corporation free from commercialism furnishing complete modern cemetery service.

---

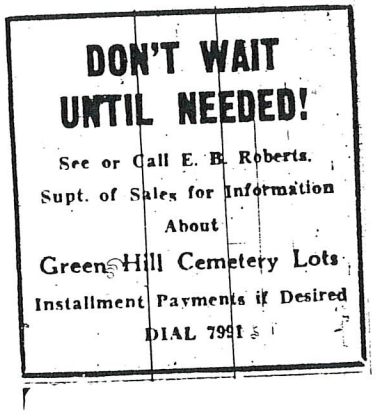
65 Acres Additional Interment Space Acquired This Year

The best equipment money can buy.

Comprehensive complete records.

Night and day telephone.

Landscaping and future planning under the supervision of America's most noted Cemetery Engineer.



Asheville Times September 5, 1951

Green Hills Cemetery

+

Why Wait to Buy a Cemetery Lot?

History

Groce Funeral Home, Inc. was founded in 1929 when the sons of the Reverend T.A. Groce joined with Dunn Funeral Home on Haywood Road in West Asheville. In 1932, the firm was renamed Dunn & Groce Funeral Home. Following the death of Mr. Dunn, three brothers, Bob, Bill and Fred Groce purchased his share and moved the firm to it's current location on Patton Avenue. Continued growth necessitated the building of a chapel in 1960, a new operating room in 1970, two large visitation rooms in 1985, redecoration in 1994, an expanded parking lot in 1995, and a cremation facility in 1996.

Following the deaths of Bob and Bill Groce, and the retirement of Fred Groce, the funeral home is currently owned and managed by Bill Groce's sons, W.H. "Bill" Groce, Jr., and H. Dale Groce.

Family Owned

Unlike some other funeral homes, the Groce's have resisted offers from national corporations to purchase the company, preferring to remain family owned. The Groce family believes that the community is best served when operating decisions are made locally, by members of the community, rather than by a board of directors in another state or country.

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Serving WNC Since 1870 Sunday, July 17, 1960

28 YEARS OF DEDICATED, DIGNIFIED SERVICE

- Conveniently Located
- Ample Parking Area
- Air-Conditioned Chapel and Slumber Rooms
- Oxygen Equipped Ambulance Service

GROCE FUNERAL HOME

FUNERAL DIRECTORS

1155 HAYWOOD ROAD

ALPINE 2-3535

ASHEVILLE CITIZEN-TIMES •

SUNDAY
May 23, 2010

Funeral home proves there's a lot in a name

STEVE DIXON/SDIXON@CITIZEN-TIMES.COM

Dale Groce, left, and Al Williams are now in business together at the new Tunnel Road location of Groce Funeral home. The company still has its location on Patton Avenue.

Groce, Williams — competitors to co-workers

By Josh Boatwright
JBOATWRIGHT@CITIZEN-TIMES.COM

ASHEVILLE — The families behind two of the area's best known funeral homes are bringing life back to a facility that had languished under corporate ownership.

Groce Funeral Home is opening its third branch at the former location of Williams Funeral Service on Tunnel Road.

That site had been owned and operated by Haw Creek residents Roy and Earl Williams for 30 years before it was sold to Loewen Group of Canada, which later to sold it to Service Corporation International (SCI), of Houston, Texas. Williams finally closed two years ago because of declining business.

Though the new facility displays the Groce family name, it will once again be run by a Williams as second-generation funeral director Al Williams assumes management there.

"People like to work with people they know. No matter where you go, you like to walk in and someone calls you by your name and you're treated like a neighbor rather than just a business person," said Dale Groce, who runs the business with his brother Bill.

"There's more to this than just the business transaction, there's so much empathy that has to be shared."

Shared history

The Groce and Williams families have a long history together.

Brothers Roy and Earl Williams worked with the Groce family at their West Asheville home in the 1930s before going into business for themselves and opening their Tunnel Road facility in the mid-1960s.

"When the Williams family was operating over here and we were operating in West Asheville, if we needed something or vice versa we called each other up. We were competitors, but we were friends also," Dale Groce said.

Roy Williams died in 1992 and his brother decided to retire three years later, selling the business to a Canadian corporation.

Al Williams continued managing the funeral home and his namesake remained on the sign, though business practices changed as the facility changed hands from one corporate owner to another.

Williams became increasingly frustrated as company employees came and went from his location and he had to follow strict policies requiring him to collect full payment from families upfront.

That policy was a far-cry from the family's practice of making financial arrangements that fit the needs of their clients.

Haw Creek resident Clarence Dotson, who worked for a few years as an assistant funeral director for the Williamses, recalled how the family dealt with the subject of money after his wife's burial in 1994.

"About a week after that, I went up there and I asked Mr. Earl Williams, 'How much do I owe you sir?' He said, 'What's your hurry? I haven't got it figured up yet.' He said to come back in about a month," said Dotson, 84. Funeral and burial services average about $6,000.

Despite the company's focus on the bottom line, business waned in the late 1990s and Al Williams decided to quit and go to work for Groce in 2000. "When I left here it was hard to drive down the road and look and see the sign up and just knowing the business was going down," he said.

Personal preference

Many small, family-owned businesses have struggled in the past decade to compete with corporate-run stores that offer more selection and lower prices.

Not so in the funeral industry where about 88 percent of businesses are owned by indi-

Please see FUNERAL on E4

ABOUT GROCE FUNERAL HOMES

- The family of the late Rev. T.A. Groce established Groce Funeral Home in 1932 on Haywood Road in West Asheville. The business later expanded to Patton Avenue and added an Arden location in 1999.
- The family business was run by brothers Bob, Bill and Fred Groce for several decades before ownership was passed on to Bill and Dale Groce. Bill Groce's sons, Scott and Trey, are also currently active in the business.
- The new location on Tunnel Road offers traditional services with an average cost of $6,000, including casket. It will also provide cremations, national and international transfers and green funerals with environmentally friendly burial products.
- For more information, visit www.grocefuneralhome.com

FUNERAL: Ministers welcome opening

Continued from E1

viduals, families, or closely held private companies, according to data collected by the National Funeral Directors Association.

"We engage in what we firmly believe is a sacred trust with the family and our community," said Bob Biggins, a former president of the association who runs a funeral home in the Boston suburbs.

The total number of funeral homes in the United States has declined in the past six years and economic conditions have been less than ideal for expanding a business since the recession.

But the Groce family determined late last year there were enough families who needed their services in the East Asheville, Fairview and Swannanoa areas to warrant opening a new branch.

Ministers like the Rev. Gayle Brown of Oteen Baptist Church have greeted the coming of the Groce and Williams families with enthusiasm.

"When you contact Groce Funeral Home you become a personal friend with the owners and staff. You are not a number standing in line for needed service," Brown said.

Al Williams will act alongside his wife, Richelle, and J. Richard Gassaway as funeral directors of the new Groce home. He said the chance to return to work at his family's business is a "dream come true."

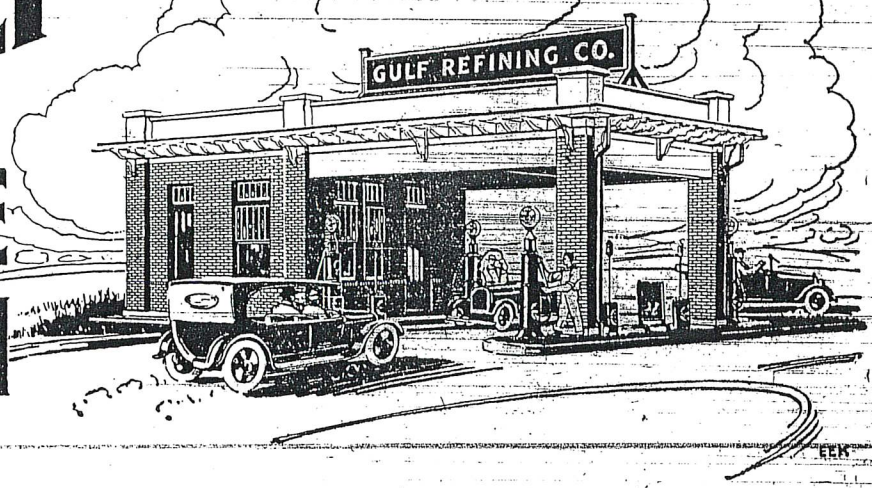
As the funeral home's sign was scheduled to be erected this week, Dale Groce noted that he had wanted to incorporate the Williams name into the title, but he faced a problem.

"We considered opening it as the 'Williams Branch' or 'Williams Memorial Chapel of Groce Funeral Home,' but that corporation bought the Williams name, they won't let us use it," said Groce.

"That won't stop us from telling people there's a Williams managing it."

A New GULF GASOLINE SERVICE STATION

THAT GOOD



HAYWOOD ROAD, WEST ASHEVILLE

OPENING THURSDAY, SEPTEMBER 13th, 1923

We Want You to Know and Patronize this Station as Well as All Other GULF Stations—You Are Cordially Invited to Drive In and Fill Up With

THAT GOOD GULF GASOLINE AND SUPREME AUTO OIL

Free

On Opening Day, THURSDAY, SEPTEMBER 13th, we will present to each purchaser of 5 or more gallons of THAT GOOD GULF GASOLINE—a Gallon Can of SUPREME AUTO OIL

GULF REFINING COMPANY

Asheville Citizen September 12, 1923

December 11, 2003

FINAL

50 cents

John Fletcher/STAFF PHOTOGRAPHER
Hector and Bonnie Contreras are the owners of H&B Grocery in West Asheville.

Robbery victim unsure if store he owns will survive

Arrest made in West Asheville crime

By Lynde Hedgpeth
STAFF WRITER

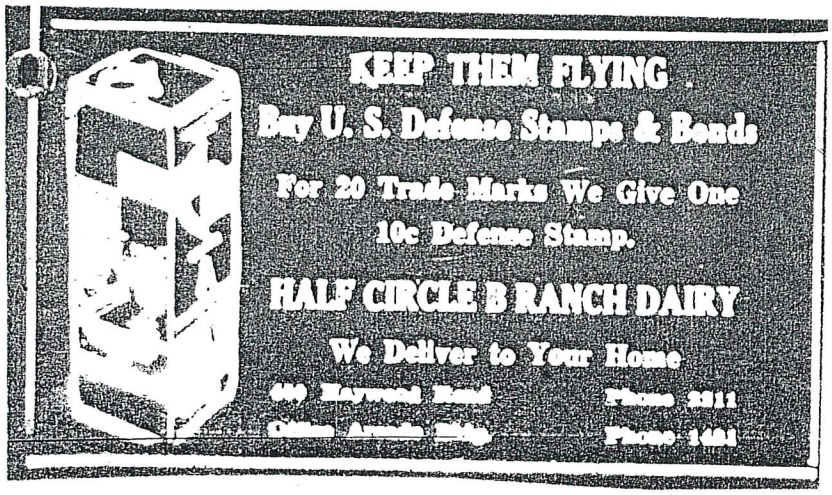
ASHEVILLE — The arrest Wednesday of one of his potential assailants did not encourage robbery victim Hector Contreras, who said the future of his West Asheville convenience store is uncertain.

Contreras was attacked and robbed around 9 p.m. Dec. 3 as he left H&B Grocery, the store he and his thriving neighborhood business center worth almost $1 million and won the Minority Entrepreneur of the Year Award in 2002.

"I built the store, kitchen and Laundromat because that's what they needed in the community," Hector Contreras said. He drew on his experience operating Bonnie's Little Corner, a convenience store on Pack Square downtown. Since

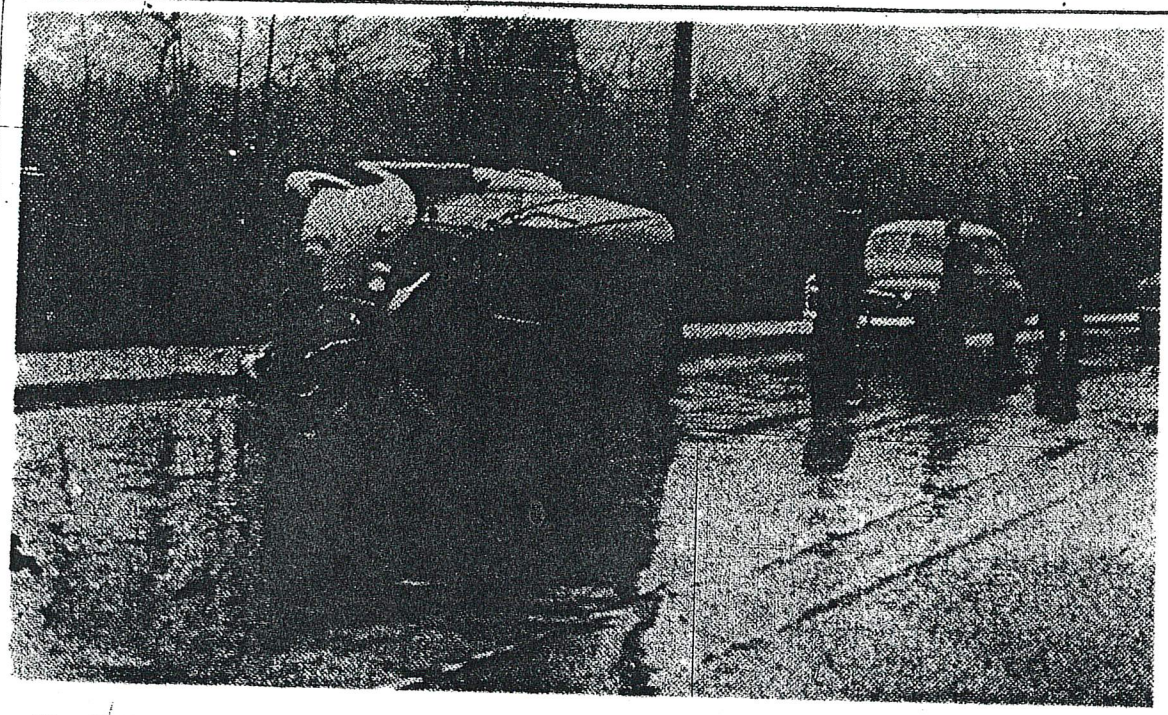
QUALITY SERVICE
PHONE No. 181 ASHEVILLE, N. C.
Hackney & Moale, Co.
PRINTERS AND BINDERS
West -Asheville Across the French Broad River (ear line) 3 miles.

The PREMIER POCKET MAP of Asheville, NC 1912



West Asheville News December 25, 1942
(Half Circle B Ranch Dairy, 460 Haywood Rd.)

Milk Truck, Street Bus In Accident



The Half-Circle B ranch truck, shown resting on its left side here, turned over twice after sideswiping a city bus at the West Asheville end of the Haywood road bridge at 8:25 a. m. yesterday. Thomas Geter West, driver of the truck, told police his brakes locked at the Riverview drive intersection to Haywood road, police said today. The truck damages total about $500 and damages to the city bus were estimated at $350. R. B. Holcombe was driver of the city bus. No one was hurt although the driver of the truck was jolted around considerably, police reported today. The city bus continued on its trip and a wrecker was called for the milk truck, police said.

Asheville Times March 13, 1944

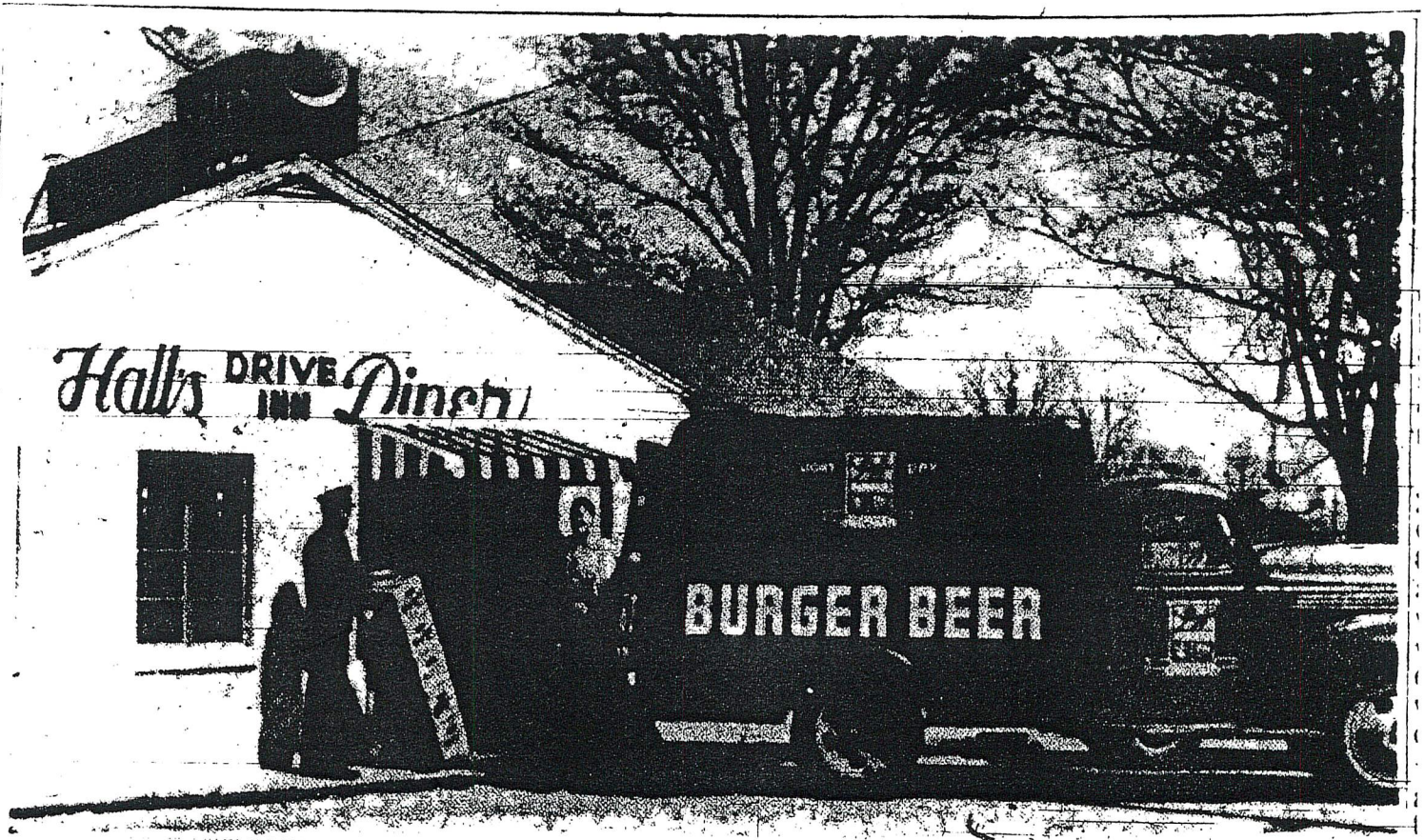
HALL'S DRIVE INN DINER

Prompt Courteous
CURB SERVICE
Open 7 Days a Week
Dial **9459**

For a Real Treat
Try Our New Dining Room
SIZZLING STEAKS
FRIED CHICKEN - SEA FOODS
TASTY TOASTED SANDWICHES
— MILK BAR —
STRICTLY NEW AND MODERN
1045 HAYWOOD RD. — W. ASHE.

(R-217)

Asheville Times May 2, 1955



JOHN HALL bought Hall's Diner at 1045 Haywood Road in West Asheville nine years ago. His first purchase and sale was Burger beer. Today Burger is his leading, popular priced brand of beer, he states. Hall served in the Coast Guard 1942-1945, as Commissary Steward. He thoroughly knows the restaurant business and works long and hard to please his customers.

NATIONAL PEANUT WEEK

Beginning January 20th and through January 30th the entire nation will be reminded that peanuts in some form will be on every menu in the entire country, by newspaper advertising and over the broadcasts. Listen in. We are doing our best to help make this a grand success, and have now on hand a fine supply of Raw Peanuts in the shell, Blanched Peanuts, Salted Peanuts and Handte's Super Fine Granulated Peanut Butter in ½ lb. and 1 lb. containers which is below the price of ordinary Peanut Butter. Do your part and help make this peanut campaign a great success. Come and see us.

HANDTE'S SEED STORE

771 Haywood Road Phone 7114

West Asheville News January 22, 1943

GRANULATED PEANUT BUTTER

We are still making this fine butter which we consider superior to anything made—put up in ½ lb., 1 lb., and 2 lb. containers. Only at our store can you procure this.

HANDTE'S SEED STORE
Head of Vermont Avenue
771 Haywood Road Phone 7114

West Asheville News January 26, 1943

ENRICHED POTTING SOIL

This is something hard to find and we are glad to say, for repotting all kind of plants and for making up your window boxes or flower beds, we can furnish this fine enriched soil by the peck or bushel, and then watch your flowers grow and bloom.

Only At Our Store.

HANDTE'S SEED STORE

Head of Vermont Avenue

771 Haywood Road Phone 7114

West Asheville News May 18, 1945

"THE GEM" STRAWBERRIES

There is no reason why everyone can't have lovely strawberries when you can purchase the finest EVER-BEARING variety and have them from early spring till frost. You can get plants today and plant tomorrow and do not have to wait two or three weeks when you send away for them. Nice large berries with fine flavor.

Home grown plants, large and healthy—25 for $1.00. Purchased only at our store.

Handle's Seed Store

771 Haywood Road. West Asheville, N. C.

West Asheville News March 15, 1946

If you are not satisfied with the Peanut Butter you are buying at the Grocery Store, then try our Home-Made Granulated Peanut Butter. Freshly made daily. At the same price for past three years—
½ lb. 25c - Pound 50c - 2 lbs. 90c

Handte's Seed Store

771 Haywood Road

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

SCOTT BOWERS

HAPPY HILL RESTAURANT

1400 Patton Ave.
253-5772
Open 6 a.m. to 8:30 p.m. Tuesday through Sunday

Enter the doors of the Happy Hill Restaurant in West Asheville and it's a good bet that a friendly waitress will immediately greet you with a big smile and an invitation to "grab any open table you like."

That could include a booth, a table or – if you're lucky and the place isn't packed – a seat at the counter. A friendly, comfortable atmosphere awaits diners to the well-established restaurant. Except for Mondays, the restaurant is open every day, when owner Andy Katsigianis is on hand to open the doors at 6 a.m. He has run the place since 1968, and personally cooks everything from scratch. This past year, Citizen-Times readers voted the Happy Hill an honorable mention in the Best of WNC family dining category. The restaurant offers a variety of home-style meals, including your choice of vegetables.

Daily specials are reasonably priced: breakfast, $2.75; lunch, $3.75; and dinner, $4.25. Regular customers appear at all times of the day, but to catch the flavor of a bustling, busy lunchtime counter crowd, visit around noon and try the house favorites – prime rib at $6.95 or the whole trout at $5.95 – with the many construction workers who make the restaurant part of their daily routine.

Asheville Citizen December 12, 1937

HARE'S FUNERAL HOME
FUNERAL DIRECTORS
AND EMBALMERS
Corner Michigan Avenue
and Haywood Road
TELEPHONE 279

HARPER'S LUMBER YARD

BUILDING MATERIALS

"A Car Load or a Shingle"

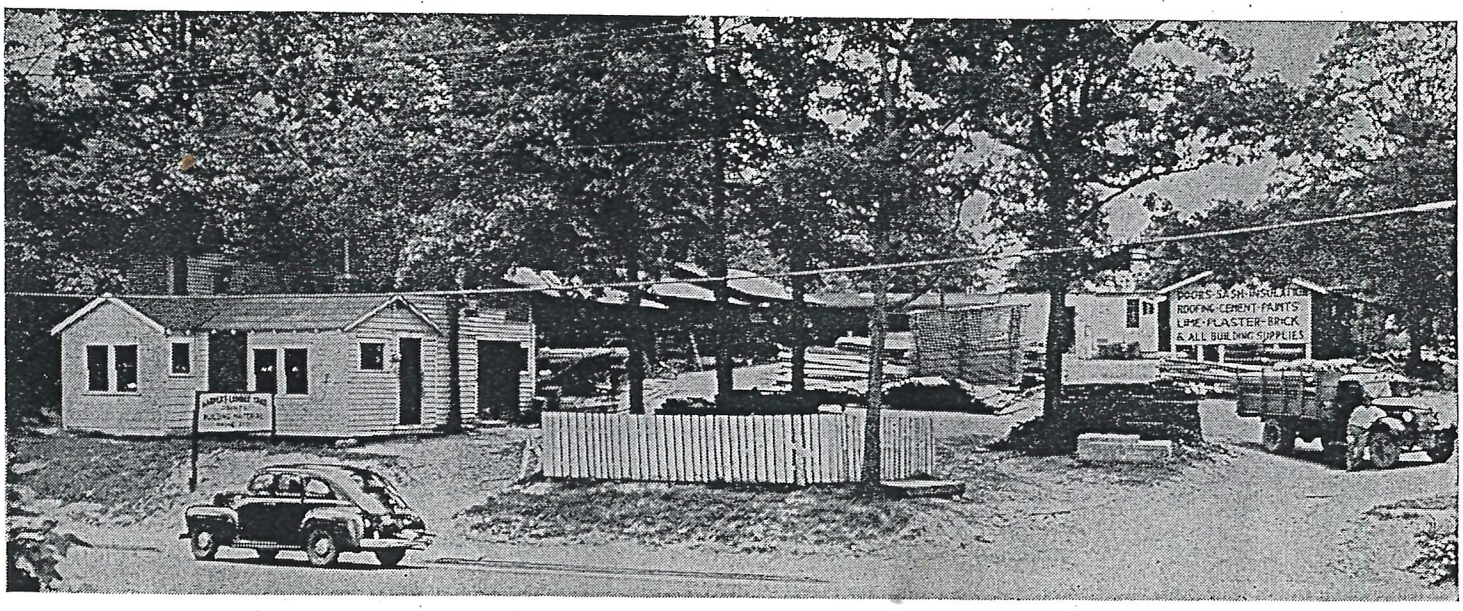
- LUMBER
- HARDWARE
- CEMENT, LIME, ETC.
- BRICK
- ROOFING MATERIALS

JUST HONEST VALUE IN GOOD LUMBER

332 Haywood Rd.
Tels. 2286 - 2287

Harper's Lumber Yard

"THE FARMERS' LUMBER HEADQUARTERS IN ASHEVILLE"



332 Haywood Road — Asheville — Phones 2086 & 2287

Building Material, Hardware, Paint

We carry in stock: Mineral surfaced corrugated asphalt roofing and siding. This material is excellent for tobacco barns. Needs no sheathing under it, and does not sweat like metal roofing.

HARPER'S LUMBER YARD

BUILDING MATERIALS

"A Car Load or a Shingle"

- LUMBER
- HARDWARE
- PAINTS
- CEMENT, LIME, ETC.
- BRICK
- ROOFING MATERIALS

"Just Honest Value in Good Lumber"

332 HAYWOOD RD. TELS. 2286-2287

Asheville Telephone Directory, 1945-46

Harper's Lumber Yard

"THE FARMERS' LUMBER HEADQUARTERS IN ASHEVILLE"

332 HAYWOOD ROAD — ASHEVILLE — PHONES 2286 & 2287

Building Material, Hardware, Paint

Asphalt roll roofing and shingles

WE HAVE A LIMITED SUPPLY OF LUMBER ON HAND

Metal roofing when available

Farmers' Federation News January 1946

The House Of A
1,000,000
New & Used Auto Parts
West End, West Asheville Bridge
16 East Haywood Road
1 Craven St 229 Haywood Rd.
HARRISON
AUTO PARTS CO.
Phone 36 Phone 5669

Asheville Citizen December 12, 1937

JUNK

WE PAY HIGHER PRICES FOR
SCRAP IRON, METALS, RUBBER
AND RAGS

Call 5669 or 36

HARRISON AUTO PARTS CO.

HOUSE OF MILLION AUTO PARTS

1 CRAVEN ST., W. ASHEVILLE

(J-2)

HARRISON
ELECTRIC COMPANY

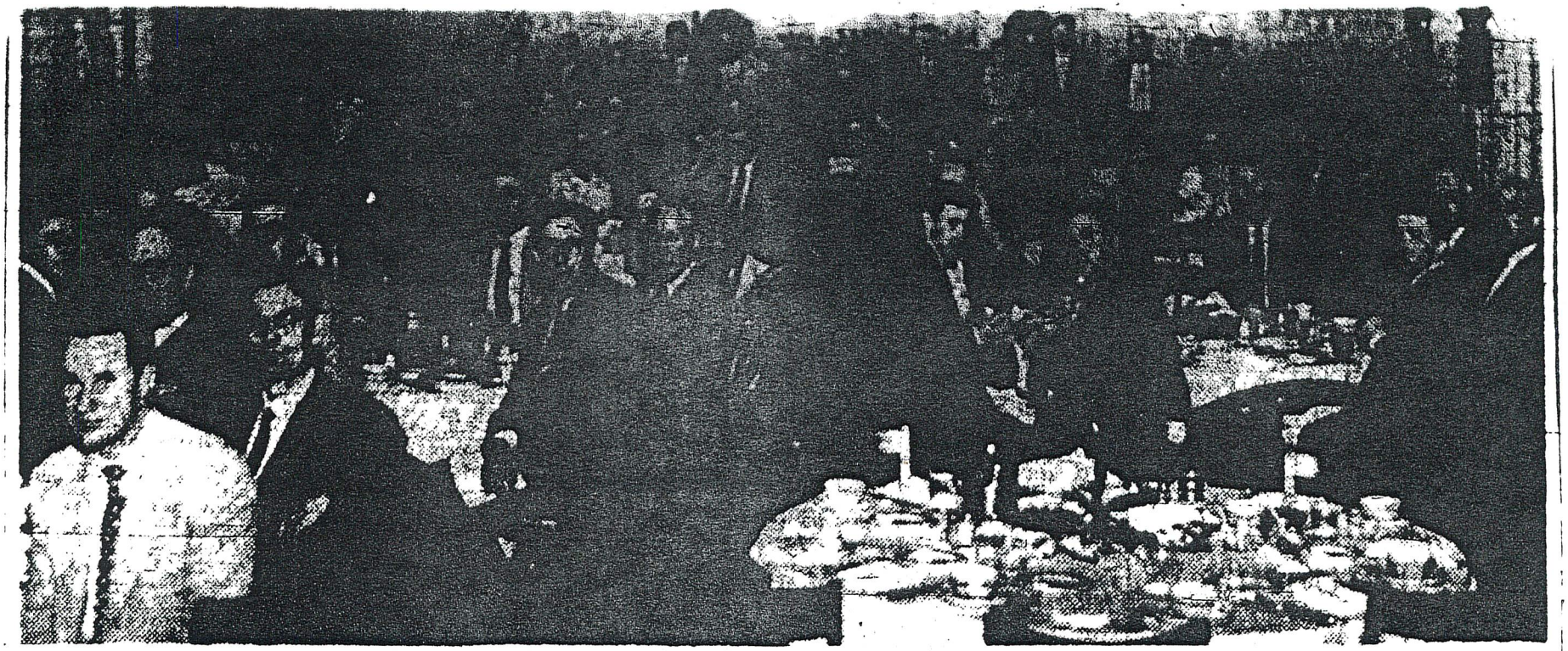
ELECTRICAL CONTRACTORS

Phone 4140-W

624½ Haywood Road

WEST ASHEVILLE, N. C.

Calvary Baptist Church Directory 1926



EMPLOYES of Harry's Cadillac-Pontiac Co. gathered in the George Vanderbilt Hotel yesterday for the firm's annual Christmas party. Harry D. Blomberg, head of the company, was host.

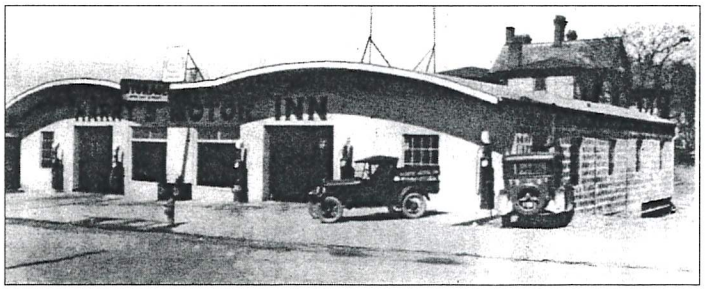
Asheville Citizen December 21, 1956

"You're wasting your time fooling around with cars. You ought to get a job and go to work."

Asheville High principal Andy Hutchins had no idea that in 1919, when he spoke these words to Harry Blomberg cautioning him about spending all his time tinkering with cars, that Harry's Cadillac, Pontiac, GMC would be standing on a hill on Patton Avenue eighty-six years later. What began as one of Asheville's first gasoline filling stations on North Market Street is today a third generation family business.

Initially, everything Harry did, had something to do with rolling wheels, gasoline stations, parking garages, and automobile sales. He sold used Appersons, Auburns, locomobiles, Haynes cars, anything that had an engine and four rolling wheels.

During the great depression of the 1930"s, when many of Asheville's automobile dealers went broke and even the city floundered financially Harry's business flourished. He was adiligent and honest. He correctly gauged the needs of automobile owners. He knew they needed fuel and service and because most cars were open air models with window curtains, storage for bad weather days. He called his places "Harry's Motor Inns" and located them strategically throughout the city— one on Market Street, another on Haywood Street, and a third at the Grove Park Inn, capturing the tourist trade at Asheville's most prominent hotels.



In 1937, Harry obtained the Cadillac franchise, the first in the Southeast. Four years later, in 1941, he acquired Pontiac. Harry's son-in-law, Buddy Patton joined the business in 1950. In 1967, Harry's Cadillac-Pontiac moved from downtown Asheville to it's current location on Patton Avenue.

In 1991, GMC Truck was added to the franchises and the company was renamed Harry"s Cadillac-Pontiac-GMC and nicknamed Harry's On The Hill.

Harry Blomberg died at the age of eighty-seven in November of 1991. The company is now owned by Buddy Patton, his wife Marilyn, and Harry's younger daughter, Barbara Blomberg. Two of Buddy and Marilyn's three children are operating the business. Pat Grimes is General Manager and her brother Harry Patton is in charge of Sales operations.

Harry would find it difficult to believe that today a top of the line Cadillac XLR sells for $76,000, that three of the company's managers are female, that cars are diagnosed by factory trained technicians with aid of computers, that the paint matching in the collision repair center is a science more than an art and that customers are greeted at the door by his grandson Harry's yellow lab, Shirley.

He would not be surprised that what started with his fascination with wheels over eight decades ago was developed into a multigenerational family business with more than sixty employees who continue to serve the automotive needs of Western North Carolina. Harry's message to his family- "Work hard, treat your customers and employees fairly, and always give back to your community"- is still heard at Harry's On The Hill.

SATURDAY, THE 25th, MARKS OUR FIRST MONTH IN BUSINESS.

We Take Great Pleasure in Bringing You the Following

Ladies' Ready-to-Wear

LADIES' HOUSE DRESSES
$3.90 - $6.20 - $7.20

LADIES' STAR DUST SLIPS
$1.35

RAYON PANTIES
89c and 97c

Men's Ready-to-Wear

MEN'S SLACK SUITS
$5.95 and $6.95

MEN'S WORK PANTS
$2.37 and $2.43

MEN'S WORK SHIRTS
$1.78 - $1.80 - $2.06

WORK GLOVES
26c - 35c - 97c

MEN'S FINE HOSE
35c or 3 for $1.00
Others 19c Up

Haynes Bros.

DRY GOODS STORE

745 Haywood Road West Asheville

West Asheville News May 24, 1946

Thanks-a-Million

To The People of

WEST ASHEVILLE

for making our Opening

such a tremendous success.

Complete Line

OF

PRINTS

DRAPERIES

AND

READY-TO-WEAR

Haynes Bros.

DRY GOODS STORE

C. LEWIS HAYNES
745 Haywood Rd.

EARL E. HAYNES
West Asheville

West Asheville News May 3, 1946

Just ARRIVED! Hot Tips on WINTER COMFORT

A New Shipment of
LADIES' SWEATERS
By VOGUE
ALL COLORS AND SIZES

$4.98

HAYNES BROS.
745 HAYWOOD ROAD

C. LEWIS HAYNES
EARL E. HAYNES
WEST ASHEVILLE

West Asheville News June 27, 1946

Haywood Cleaners

J. H. EVERET, Prop.

CLEANING, DYEING and REPAIRING

Prompt Delivery Service

7933—PHONE—7933

649 Haywood Road

WEST ASHEVILLE, N. C.

Haywood Cleaners
Cleaning, Dyeing, Pressing
Prompt Delivery Service
649 Haywood Road Phone 7933
Sam Richardson, Prop.
WEST ASHEVILLE

Asheville Citizen December 12, 1937

Asheville Citizen September 6, 1951

Asheville Citizen September 26, 1951

Haywood Feed Store

FLOYD V. MILLER, Owner

Seeds-Feeds-Fertilizers

Day Phone 3-6911
Night Phone Enka 130-J-1

505 Haywood Road

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Haywood Feed Store
Your Friendly Dealer for
Spartan Feeds
Wishes Luck and Success to the
Class of '52
505 Haywood Rd. Ph. 3-6911

CITIZEN-TIMES.com

Print Advertisement

HAYWOOD ROAD DRUG STORE IS UP-TO-DATE

The Haywood Road drug store, located at 1024 Haywood road in West Asheville, are now serving many families in that vicinity with everything that is required in a first class drug store.

They have an up to date prescription department, with brand new stocks, and all prescriptions are filled by C. H. Craven, the owner, who has had many years experience as a registered pharmacist.

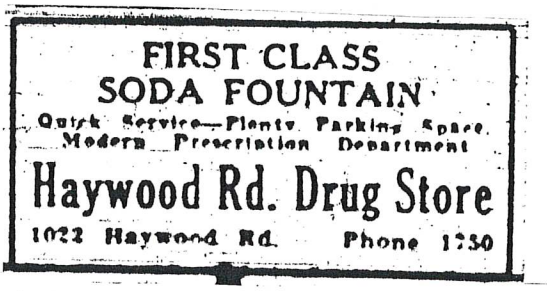
Mr. Craven states that he is very grateful for the business that has been given him, and that he assures his patrons of continued effort to please them in every way. The Haywood Road Drug Store carries only the very finest quality merchandise and is kept in a strictly fresh condition.

They also have a modern soda fountain, and sell a large variety of Sealtest ice creams, all fountain drinks, milk drinks and soft bottled drinks. C. H. Craven, junior, is in charge of the fountain and expects to continue in this capacity until the fall school term begins.

Prompt curb service is assured at all times, with plenty of parking space available. So, next time you are out driving, stop by the Haywood Road Drug Store and refresh yourself.

For neighborhood delivery service, Phone 1750.

Asheville Citizen August 22, 1938



Asheville Citizen August 22, 1938

Grand Opening Celebration

Saturday, October 5, 2002

11:00 am - 9:00 pm

(rain date October 12)

Fun for kids of all ages.

♫ Music ♫ Games

Food Sampling Sales

For more information visit us online at:

www.onhaywood.com/market

MARKET MADNESS

SATURDAY JUNE 8, 2002

Yard Sale	5K Fun Run
Dog Wash	Plant Sale

7:00 am - 1:00 pm
Race Time 8:30 am

Bledsoe Building Parking Lot

For more information, to volunteer or donate,
contact: hrmmadness@hotmail.com or visit OnHaywood.com

Yard Sale donations are being accepted
Saturdays and Sundays
10:00 am - 12:00 noon
at the West End Bakery
(Please, do not bring items at other times!)

5K Fun Run/Walk

MARKET MADNESS
SATURDAY, JUNE 8, 2002

Race Starts 8:30 am

Participate in the First Annual Market Madness 5K Fun Run/Walk.

Enjoy a scenic run through our West Asheville neighborhoods, eat great food at the end of the race and relax while shopping at the Market Madness Yard and Plant Sale.

You'll be supporting the Haywood Road Market, a community owned grocery in the heart of West Asheville.

hrmmadness@hotmail.com

Grocery co-op hosts potluck supper to celebrate opening of Haywood Road Market

Organizers of the new Haywood Road Market in West Asheville have been saying for months that it will be a true community grocery oriented to serving residents of the neighborhood.

And what better way to help launch a new community undertaking than a potluck supper?

That's just what the new grocery co-op's owners — the 220 or so people who have bought shares in the business — are hosting at 5 p.m. today at the nearby West End Bakery.

It will be a time of celebration as well as finalizing last-minute plans for the store to open its doors Saturday.

"It takes most co-ops two years to get funded and up and running, and we've done it in nine months. That's completely due to community support," said Sage Ramsey, who will manage the store.

TIM REID

The Bottom Line

About 25 people have been volunteering their labor each weekend for five weeks to help get the store ready for opening.

And that's just a small part of the effort that has gone into creating a store by and for the residents of West Asheville, Ramsey said.

"Our members got together and raised $60,000," she said. "That's in loans of $500 to $10,000 to help pay the capital costs of getting started."

The opportunity for a community grocery opened up when Go Grocery Outlet vacated its longtime space in the old Bledsoe Building on Haywood Road, leaving its equipment, freezers, cash registers, etc.

West Asheville Development, which is remodeling the building for several new tenants, could have developed the space for any type of commercial use but saw it as an opportunity to foster a true community grocery, she said.

The new store will be open to the general public like any other grocery, Ramsey said.

People who buy memberships, which cost $75 for an individual or $135 per household, will receive a discount at the cash register. Members also have the option of volunteering eight to 12 hours per month in order to get a 10 percent discount.

People at the French Broad Food Co-op have been very gracious in advising the new co-op development about policies and procedures, Ramsey said. The new store will be similar to French Broad in its emphasis on organic produce, bulk items and basic foods, she said.

Anyone is welcome to attend the meeting today and bring a covered dish, Ramsey said. Memberships in the co-op are still available.

The new store is just part of the good things happening in West Asheville, Ramsey said, as new businesses join long-established ones and more people discover the area's affordable housing and pleasant neighborhoods.

"I see a revival happening in West Asheville," she said. "I see the neighborhood coming together. I see people walking down the street knowing everybody. This is a great place to live."

Contact Reid at 232-5856 or TReid@CITIZEN-TIMES.com.

Asheville's first OrganicFest opens Saturday

9-20-02

Asheville Citizen
September 20, 2002

By Melissa Williams
STAFF WRITER

ASHEVILLE — Buying organic food is like buying health insurance, says Debi Athos, a mother of five.

She credits a lifetime of "pure foods" with keeping her brood out of sick =beds and doctors' offices.

Now Athos has joined with local volunteers and farmers to host the city's first OrganicFest — a celebration of organic farming, food and fibers from 1 to 7 p.m. Saturday at City-County Plaza.

"This will be the first organic festival on the East Coast," said Athos, co-founder of Pure Food Partners, a volunteer nonprofit group that works to educate people on the controversy surrounding genetically engineered foods.

Genetic engineering is often used to extend food shelf life — such as adding fish genes to tomatoes — and has increased the yields of many foods in starving areas of the world. But it's also been called "Frankenfood" by people concerned about its possible effects on the human body, including birth defects, cancer and allergic reactions.

OrganicFest will highlight products grown free of engineering, irradiation and pesticides. It will also include entertainment by artists such as Dana Robinson and BenJammin', plus face painting and storytelling for children.

Athos said organic food may often cost more than other food, but most people can afford to add it to their diet if they know where and when to shop.

"Buying at tailgate markets directly from farmers and buying in season is a great option," she said.

Sometime-farmer Charlie Jackson, projects coordinator for the Appalachian Sustainable Agricultural Project, said farmers in Buncombe and Madison counties are planting more organic crops to help keep their farms afloat.

"Buying locally keeps us connected with local farms and lets people know we value having those farms in our landscape," Jackson said.

John Coutlakis/
STAFF PHOTOGRAPHER

Cat Noxon, a manager at the Haywood Road Market cooperative, waters the store's organic produce display Thursday. Co-op members and staff support organic goods, and many plan to attend Asheville's first OrganicFest from 1 to 7 p.m. Saturday at City-County Plaza. The event will promote and celebrate organic farming, food and goods.

And the local community has been hungry for more organic options, according to Cat Noxon, a manager at the Haywood Road Market cooperative in West Asheville. She said the main thing residents lobbied for at the new market was organic produce, and the market currently buys about a third of its produce locally.

"The organic market is consumer-driven," Athos said. "So we really have to let stores know we want and deserve this high-quality food choice."

Market Monthly

Monthly Newsletter of the Haywood Road Market
January 2003

www.onhaywood.com/market

Annual Meeting
¥ Election of new Board

Monday
January 27, 2002

Trinity United
Methodist Church
587 Haywood Road

Pot-luck Supper 5:30
Business Meeting 6:30

Market Hours
Monday - Friday
10 am - 8pm
Saturday
10am - 6pm
Sunday
Noon - 6pm

Owner Discount Increased to 5%

After a successful trial period in October, the Haywood Road Market Board of Directors decided in November to raise the basic owner discount from 2% to 5%. That is quite the bargain for a one-time member fee of $75! Worker-Owners are now eligible for up to a 15% discount.

This is one of many changes Haywood Road Market has seen since opening its doors on August 24, 2002. Your community market has a new general manager, new products, a new look, lower prices over all and lots of new members.
West Asheville s newest market is slowly but surely growing and improving.

Staple Savings Program Changes

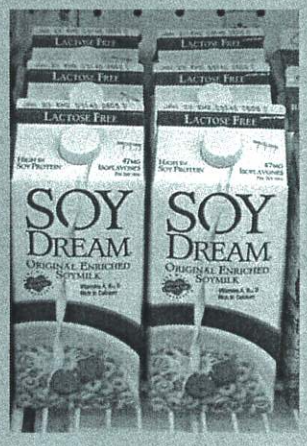
Throughout the store you will find fifteen basic items that we offer at a special low price. These items make up the Staple Savings Program. Originally we only offered these savings to our owners, *however with 52% of our sales occurring from non-owners, we decided to extend this to all our customers.* The benefit of being an owner is that you save even more on these staple items when your discount is applied at the register! Look for the green signs as you shop.

The Staple Saving Program includes:

- Toilet paper
- Organic Peanut Butter
- Organic Tofu
- Organic Soymilk
- Organic Rice milk
- Organic Brown Rice
- Organic Milk
- And bulk organic beans, rice and grains

Woodstock Farms Organic Peanut Butter
16 oz. jar Staple Savings price $3.99

Soy Dream Organic Soymilk
1/2 gal.
Staple Savings price $3.19



See a complete list of Staple Savings items at:
www.onhaywood.com/market

New Items Added to Market Shelves

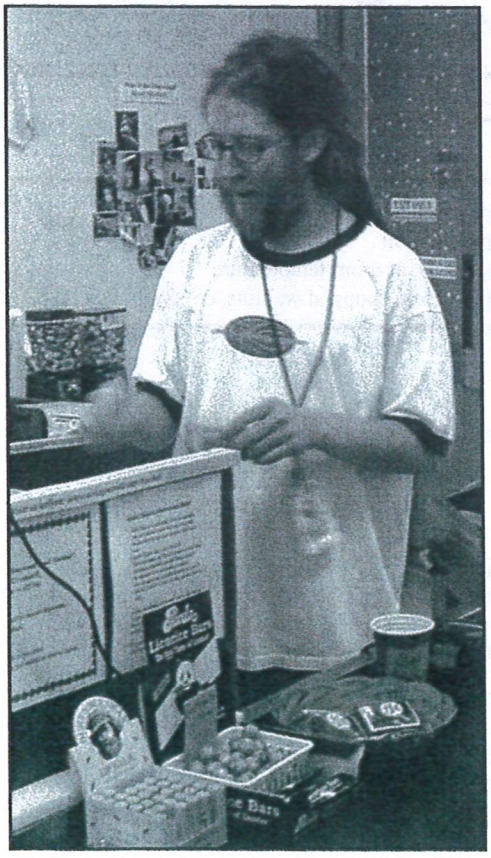
To the best of our ability we are trying to offer you more products. Of course, we can only add items as our sales allow. If you would like to request a new item, please write it on one of the suggestion clipboards located in the store. We do read these! Some of the items we ve added recently include:

- Ben & Jerry s Ice Cream
- Brent & Sam s Gourmet Cookies
- Flying Frog Caf hummus
- Sandwiches
- New Teas
- New York Deli Bagels
- Faerie Made Soaps
- Homeopathics
- Candles
- Incense
- Pet Food
- A variety of frozen meat products
- And several new bulk items

New Item!
Drew s Salsa

Special Orders

If we don t have something, we can try and special order it for you. Please ask a staff person for more details.
Special orders of cases receive a 5% discount off the retail price plus any other discount you receive at the register.



Head Cashier, Billy Ornold.

Sale Items this month include:

Annie s Homegrown Macaroni and Cheese
(variety flavors — 6 oz box)
$1.49 ($1.89 regular price)

Fantastic Food Instant Food & Mixes
(hummus, black bean, tofu scrambler, Falafel, Vegetarian Chili)
$1.59 per box ($1.99 regular price)

Little Bear Tortilla Chips (16 oz.)
$2.79 ($3.19 regular price)

Light Mountain Henna
$4.79 (reg. $5.99)

Avalon Organics Shampoo and Conditioner
Buy one — get one free

Get a Free T-shirt

We have awesome Market Madness t-shirts in a variety of sizes. In January, when you purchase $75 or more on groceries, you can get one of these t-shirts for free!

There is so much more we would like to do, but it depends on you. Please do as much of your shopping at Haywood Road Market as you can to help insure the success of your community market!

Member News

Congratulations to new member-parents: Cookie Hadley and Mado Hesselink on the birth of their baby girl Ciel Lorei Hadley born November 28th, 2002.

Haywood Road Market
771 Haywood Road
Asheville, NC 28806

(828) 225-4445

Market Monthly is the owner publication of Haywood Road Market. We welcome contributions from owners including articles, interviews, recipes, features and more. Drop your contribution in the *Market Monthly* box at the store or email us at: market@onhaywood.com

Staff:
Virginia Dollar
General Manager

Cat Noxon
Assistant Manager

Jo Jo Silverman
Produce Manager

Billy Ornold
Head Cashier/Bulk Foods

Maya Jariwala
Cashier/Health & Beauty and Supplements

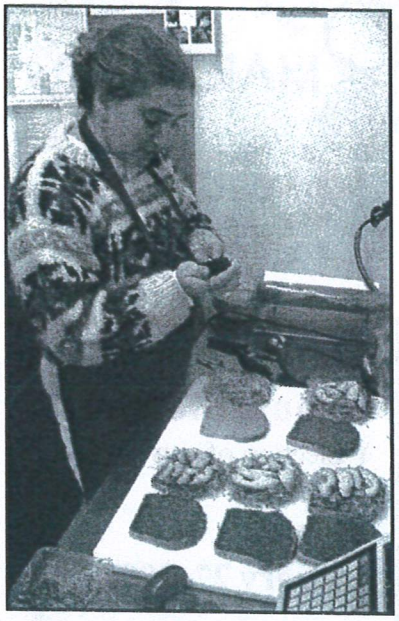
Jill Thompson
Cashier/Bulk Herbs

2002
Board of Directors:
Craig White
President
Sage Ramsey
Vice President
Lewis Lankford
Treasurer
Paula Robbins
Secretary
Russ Towers
Assistant Treasurer
Amani Duncan
Elfy Kornfeld

Thanks Worker-Owners!

We can t do it without you!

Dawn Drusin-Tuesday Opener
Jennings Minton-Thursday Opener
Leigh Timmons- Tuesday General Help
Gail Cable- Thursday General Help
Pat Jones- Friday General Help
Scott the General Fowler - Saturday General Help
Lisa Kelley-Wednesday General Help
Dorothy St. Clair- Wednesday General Help
Holly Doe-Tuesday Closer
Layna Spahr- Wednesday Closer
Marty Bergoffen-Thursday Closer
Patti Evans-Friday Closer
Marion Boone-Sunday Closer
Jesse Shepherd-Tuesday Produce Help
Susan Russo-Tuesday Produce Help
Kevin O Brien-Thursday Produce Help
Jim Frerotte-Thursday Produce Help
Cookie Hadley-Sunday Produce Help
Lydia Carrington-Saturday Bulk Food Stocker
Mike Vance-Thursday Skilled Help
Alice io Oglesby-Advertising Coordinator, Signage
Mado Hesselink-In Store Signage



Worker-Owner Dawn Drusin prepares sandwiches.

Thank you so much for your continued good spirits and energy.
We appreciate each and every one of you. You rock!

Worker-Owner Program Changes

We have slightly changed our working owner program so folks can work as little as four hours a month to earn an extra discount on their purchases. Individuals can work four hours a month for an additional 5% discount or eight hours a month for an additional 10% discount. Non-owners can also work up to four hours a month. Ask for details next time your in the Market and check out the job opens list at the check out area. A little time can lead to big savings.

Very Special Thanks

We wish to extend a heartfelt thanks to Craig White who has been President of our Board of Directors this past year. His term ends this January. Craig will be missed. He has been a valuable President, owner, community member, and friend.

Super-Special thanks go to Sage Ramsey and Elfy Kornfeld for all of their hard work in getting the Market started when it was all just a sparkle in our eyes. They made Haywood Road Market a reality by jumping right in when no one else could. They put the Market first and remained dedicated - day and night, utilizing a large quantity of their own time and resources. Thanks for a great job. The Market wouldn t be here without you.

Haywood Road Market
771 Haywood Road
Asheville, NC 28806

Haywood Road MARKET Community Owned

Market Monthly

Monthly Newsletter of the Haywood Road Market January 2003

www.onhaywood.com/market

Kona Inn Banana Bread

(Makes 2 loaves, 8 servings each)
Preheat oven to 350° Fahrenheit

6 very ripe and soft medium bananas
2-1/2 cups of all purpose flour
2 tsp. baking soda
1 tsp. salt
2 cups sugar
1 cup canola oil
4 large eggs, at room temperature
1 cup coarsely chopped walnuts, optional

1. Position a rack in the center of the oven and preheat to 350 degrees Fahrenheit. Lightly butter and flour two 8-1/2 x 4-1/2 inch loaf pans, tapping out the excess flour.

2. Mash the bananas in a medium bowl with a potato masher or fork until smooth, with a few pea-sized lumps. You should have about 2 cups.

3. Sift the flour, baking soda, and salt into a medium bowl.

4. In a large bowl, using a rubber spatula, mix the sugar and shortening well to make a stiff, gritty paste, about 1 minute. One at a time, beat in the eggs, mixing well after each addition until the egg is absorbed. Mix in the mashed bananas until well combined. Stir in the walnuts, if using. (Don t worry if the mixture looks curdled.) Add the flour mixture and stir just until blended. Don t overmix or be concerned about a few small lumps. Spread the batter evenly into prepared pans.

5. Bake until a long wooden skewer comes out clean and the batter in the cracks on top of the breads looks cooked, about 1 hour.

6. Transfer to a wire cooling rack and cool in the pans for 15 minutes. Run a knife around the inside of the pans to loosen the loaves. Protecting your hands with a kitchen towel, hold a pan in one hand and invert the loaf out into the palm of your other hand. Place right side up on the rack. Repeat with the other loaf and cool completely. (The breads can be baked up to 3 days ahead, cooled completely, wrapped in plastic wrap, and stored at room temperature.)

Organicfest to feature naturally grown foods, music, family fun

By Judy Ausley
CITIZEN-TIMES CORRESPONDENT

ASHEVILLE — Want to get new ideas for living naturally?

The second annual Pure Food Partners Organicfest, celebrating everything organic, will be from 10 a.m. to 6 p.m. Saturday at City-County Plaza in downtown Asheville.

"This is going to be much greater than last year, we have more vendors and more entertainment planned for the entire family, it will be a funfest as well as organicfest," said coordinator Debi Athos.

The month of September is National Organic Month and the Asheville event is one of many that will take place in cities all over the country. Organic farmers in the region will be demonstrating the pluses for growing and eating organically grown products. Demonstrations about everything from organic flowers gardens, organic baked breads and organically grown apples will be featured among the more than 40 vendors expected to participate in this year's event.

Live music, a salsa street dance, clown show, organic clothing booths, arts and crafts tents, lots of musical entertainment and environmental speakers will be featured during the Saturday event. The event's mission, according to Athos, is to promote the many organic products in the region, from food and fibers to organically-grown Christmas trees. The organic food industry is one of the fastest growing industries in the country and the Western North Carolina region.

"Our area is filled with wonderful new organic farms with families bonding in harmony with nature every day," Athos said. "These mountain's backroads in Buncombe, Madison and Yancey counties are full of quaint organic growers producing everything from blueberries to natural soaps."

Some of the local and regional farms involved in this year's event will include Glen Ayre Tree Farm, Warren Wilson College Farm, Red Moon Herbs, Windy Ridge Farms and Blue Hill Farm. Organic food and beverages will be available during the day provided by Asheville restaurants including Rosettas Kitchen, Earth Fare and Lifestyle Breads. Speakers and co-sponsors for the event will include representatives of Carolina Farm Stewardship Association, Natural Lifestyles, Earth Fare, French Broad Food Co-op, Tree Huggin' Treats, Jubliee! and Earth Team. Entertainers include the Pinelli Family, Sue Ford & Xtreme, Dreamweb, Losgringos Salseros and Salsa Dance.

"This is a wonderful time for all of us who prefer living our lives naturally to get together, learn new methods for growing food from each other and using it in our homes while teaching our children the importance of having truly healthy lifestyles," said Dana organic grower, Melinda Hill, who will be participating in this year's festival.

There is no admission fee for the festival. For more information about the event, visit www.organicfest.org or celebrate@organicfest.org. Athos can be reached at 253-2267.

John Coutlakis/STAFF PHOTOGRAPHER

Cat Noxon, a manager at the Haywood Road market co-operative, waters the store's organic produce in this September 2002 photo. The second annual Pure Food Partners Organicfest is set for Saturday at City-County Plaza in Asheville.

Hazel Green Mills.

Mr. A. E. Clarke, superintendent of the above excellent mills, located in West Asheville, informs us that new rollers are being added to the mills with purifyers, new cloths, etc., in fact a complete new outfit, making the mills equal to the best in the country. The owner, Mr. W. E. Logan, is determined to equip his mills throughout with the latest and best machinery for the best work. The work of improvement goes steadily on throughout our section.

Asheville Democrat October 24, 1889

ROAD BUILDING IN WEST ASHEVILLE

A force of the convicts are at work cutting a new road from the old Henry house near Smith's bridge and west of the river, to a point near where the Hazel Green mill stood. The building of this road will open up the Henry Property which for twenty years has been entailed, but recently a clear title was obtained and the property is now in the hands of real-estate dealers and has been divided into lots and quite a number already sold.

Asheville Gazette News August 24, 1904

Hearts With Hands, Inc.

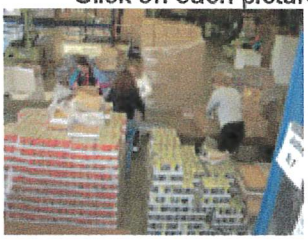
Assisting those devastated by disasters.

HWH International
Dr. Ralph Sexton Jr.
C.E.R.T.
Field Services Team
Christmas from the Heart
GI-Joe and GI-Jane
Koats for Kids
Sharing Heart Food
P.I.P.
Financial Data
Goals
Mission
Programs
Results
The Gospel

Hearts With Hands
951 Sand Hill Road
Asheville, NC 28806
(828) 667-1912
or (800) 726-9185

Mission

Click on each picture below to view a larger picture.



Hearts With Hands, Inc. is a Christian, nondenominational, humanitarian, non-profi 3, charitable organization providing physical, spiritual, medical, economic and other necessary aid to victims of poverty, natural disaster, or famine.

The **goal** of Hearts With Hands, Inc. is to help ANYONE in need with the necessitie such as food, water, shelter, clothing and heat; regardlesss of race, religion, or ethn Hearts With Hands, Inc. is driven by a force consisting mostly of volunteers and deri current funding and supplies entirely from donations, both private and corporate.

The **purpose** of Hearts With Hands Inc. is to help those in need, relieve suffering, b better community outreach program, and help those in our community that would nc eligible for assistance at other nonprofit agencies in the area.

Hearts With Hands, Inc. was founded in 1992 in response to Hurricane Andrew (So Florida) and since then Hearts With Hands, Inc. has responded to almost every maj in the world.

Hearts With Hands, Inc. collects no information via cookies or other means on visitors of this w and in the event you wish to be removed from our mailing list, please email us at relief@bellso

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www.heartswithhands.org

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Programs

Programs and Services

Sharing Heart Food Bank

A local food bank offering non-perishable food items and emergency relief assistance. Currently serving over 60 families in the area monthly. Expanded to Re Food Bank in 2003 serving over 30 agencies. **NEW!**

Koats 4 Kids®

The goal of this program is to ensure that every child in the Buncombe Coun Asheville City school systems have a warm coat for winter. Over one thousand coa been placed in the two years the program has been conducted.

School Tools NEW!

Collection and distribution of school supplies to underprivileged children in Buncombe County and Asheville City school systems.

"P. I. P." ("Preparedness Is Paramount") NEW!

A four-hour seminar designed to inform individuals and businesses how to re prepare for, and minimize the effects of disasters. This course is taught to individua churches, business, and other groups. Geared for disasters in our local area.

C. E. R. T. (Community Emergency Response Teams)

A thirty-hour course initiated by the Federal Emergency Management Agenc (F.E.M.A.). This course is designed to teach individuals and groups to be "first resp disaster situations until emergency management personnel are able to assist. Parti are taught how to prepare their home and their respective communities (businesses apartment complexes, housing developments etc.) to mitigate, develop a safety plar prepare a disaster survival kit. First responder First Aid, disaster psychology and pl along with light fire suppression are also taught. Hearts With Hands, Inc. is also a fo member of the Buncombe County Citizens Corps of which the C.E.R.T. program is a element.

Hearts With Hands, Inc. Field Services Team

A team of individuals trained in first responder skill and disaster services skil members execute the missions of Hearts With Hands, Inc. on disaster scenes. Mer have their choice of disaster assistance teams, community services, food services, transportation, medical, and search team in which to serve.

Operation GI Joe/GI Jane

Third year of collecting care packages for our troops. To date over 2500 p have been shipped.

Christmas From the Heart

Sponsored over 600 underprivileged children in the Buncombe County area for Christmas. Many of these children and their parents attended our dinner event v theme was "Jesus is the Reason for Christmas."

Buncombe County Emergency Management Logistics Support Unit

Hearts With Hands, Inc. is designated as one of the Buncombe County Eme Management Logistics Support Units. Hearts With Hands, Inc. is also a member of Buncombe County Bio Terrorism Task Force.

Clothing and Household Goods Mission

Hearts With Hands, Inc. distributes some of the clothing and household goo receives to Goodwill Industries of Asheville. Hearts With Hands, Inc. has a voucher whereby burnout victims or those in need may receive the items they need at no ch

Hearts With Hands, Inc. R.E.A.C.T. (Radio Emergency Associated Communic Team)

Hearts With Hands, Inc. has a R.E.A.C.T. and monitors citizen radio band fr during disasters or potentially disastrous situations.

Cuban Medical Mission

Hearts With Hands, Inc. collects and ships medical relief equipment and sup the island of Cuba in an effort to relieve human suffering there. In the year of 2000, With Hands, Inc. was the largest shipper of medical relief aid to Cuba.

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History

Responses & Projects Since 1992

- **2005 - Haywood County, NC – Spearheaded a campaign called "Spring I Action", a project that will build a flood victim a new home with the help businesses. (ONGOING)**
- **2005 – India Tsunami Relief – Sent a medical/feeding team to Tiruvuru In fourteen days they were able to help a local orphanage to prepare for th orphans in the area, feed nearly 19,000 people, and medically treat nearl individuals who were survivors of the tsunami.**
- **2005 – Sri Lanka – Sent over 120,000 pounds of disaster relief supplies i containers to tsunami victims in Sri Lanka.**
- **2004 – Florida – Provided over $350,000 worth of disaster supplies and f along with over 1,500 volunteer man hours in food distribution and debr removal.**
- **2004 – Western North Carolina Floods – Distributed over $1,000,000 in c disaster relief supplies to flood damaged areas with efforts ongoing.**
- **2004 – Christmas From The Heart – Helped over 400 under-privileged ch with Christmas in western North Carolina.**
- **2003 – Jackson, Tennessee Tornadoes – Hearts With Hands, Inc. sent te disaster relief supplies to the Midwest to assist with the night over 300 t hit the Midwest**
- **2003- Logistical support for Buncombe County regarding a furniture fac**
- **2003- Beacon Fire, Swannanoa Community – Largest fire in western Nor Carolina; provided logistical support for Buncombe County.**
- **2003- Community Emergency Response Teams (C.E.R.T.)- Set up trainin Buncombe County residents for a disaster preparedness course which v initiated by President Bush's Citizen's Corp Initiative.**
- **2003 – Developed a four-hour seminar for disaster preparedness called "PIP" (Preparedness Is Paramount).**
- **2003 – Established a voucher program to assist local disaster victims w clothing and other household items through Goodwill Industries, Inc.**
- **2003- Established a program called "School Tools" to help local underpr children with school supplies.**
- **2003 - Established a R.E.A.C.T. for Hearts With Hands, Inc.**
- **2003 - Hurricane Isabel – Eastern North Carolina – Over 150,000 pounds disaster supplies and food distributed along with over 1,000 volunteer m in debris removal and food distribution.**
- **2003 – Carolina Christmas – Hatteras Island, NC – Provided food, new ra and blankets to children and residents of Hatteras Island in the aftermat Hurricane Isabel.**
- **2003 – West Virginia Christmas – Directed over 10,000 pounds of food a blankets to a mining area of southern Appalachia.**
- **2003 – Virginia – Assisted a small charity, "Mission of Peace" with food blankets after their facility was flooded in late November of 2003.**
- **2003 – Christmas From The Heart – Provided over 600 underprivileged c with Christmas in western North Carolina.**
- **2002 – Assisted West Virginia with Flooding; shipped several semi loads disaster relief supplies and spent a week working with the victims of this**
- **2002 – Mossy Grove, Tennessee, Tornado Damage – sent three loads of**

relief supplies and worked with area officials in setting up work teams tc up; established a food bank to assist residents

- 2002 – Christmas From the Heart – identified and made sure 296 underp children in western North Carolina had Christmas due to the slow econc (ONGOING)
- 2002 – Koats 4 Kids – Collected and distributed over 400 winter coats to in the western North Carolina area needing them. (ONGOING)
- 2002 – Sharing Heart Food Bank – Need has increased locally over 400% Secured additional resources for food such as Feed the Children. Food expand regionally due to the increased need during 2003-2004. (ONGOIN
- 2001 – Asheville, North Carolina – Hearts With Hands, Inc. teamed force: Western Carolina Rescue Mission and has sent 21,000 pounds of food tc feed the hungry and homeless in western North Carolina.
- 2001 – Hearts With Hands, Inc. donated three truckloads of household g food to the Slavic Resource Center.
- 2001 - Hearts With Hands, Inc. joined forces with the Boy Scouts of Am "SCOUTING FOR FOOD 2001" and collected 5, 278 pounds of food.
- 2001 – NASAR (National Association of Search and Rescue) 2001 – Hear Hands, Inc. volunteers provided logistical support during the five day si search and rescue training period.
- 2001 – New York City Relief Effort – Hearts With Hands, Inc. sent over 5 loads of disaster relief supplies to assist at Ground Zero.
- 2001 – Field Services Team (22 members) responded to work at Ground assisting with distribution of supplies, etc. to workers at Ground Zero
- 2001 – Havana, Cuba – Sent five containers full of medical relief items tc assist the needy
- 2001 – Cuba - Hearts With Hands, Inc. works with Ladies First, Inc. to se cosmetic prosthesis for cancer victims.
- 2001 – Southern Appalachia - Hearts With Hands, Inc. worked with Anch Disaster Relief Ministries to send 3 tractor trailer loads of relief supplies victims of West Virginia.
- 2001 – Houston, Texas - Hearts With Hands, Inc. shipped 28,000 pounds disaster relief supplies to the flood victims.
- 2000 - A semi load of water to the town of Marshall, North Carolina when water supply diminished
- 2000 – "Carolina Christmas Shoebox Drive" to Eastern North Carolina B Clubs over 800 Christmas gifts along with 300 Senior Citizen Care Boxes included a holiday meal, blankets, socks, and other clothing for areas st trauma from Hurricane Floyd.
- 2000 – Hearts With Hands, Inc. teamed with Buncombe County Council (and provided numerous Senior Care Boxes for Senior Citizen in the loca
- 2000 – "Western Carolina Christmas" Hearts With Hands, Inc. sponsore approximately 20 households in the local area with gifts, clothing, and o fundamental necessities.
- 2000- Havana, Cuba - Sent over 2 million dollars worth of medical relief i be used in establishing medical clinics in Cuba. Hearts With Hands, Inc largest contributor of medical aid to Cuba in the Year 2000.
- 2000- "Operation GI Joe/GI Jane"- collected and shipped over 4000 care to troops (ONGOING)
- 1999 – Hearts With Hands, Inc. responded with over forty-seven semi loa disaster relief supplies to flood ravaged areas of Eastern North Carolina Eastern South Carolina.
- 1999 - Six volunteer reclamation weekends to assist victims in Eastern N Carolina with debris removal, etc. Over twenty thousand dollars distribu emergency assistance for food, clothing, and funding for the fundament necessities of life in the local area
- 1999 - "Carolina Christmas Shoebox Drive" to Eastern North Carolina...c presents were collected and distributed to churches, boys/girls clubs, b women's' shelter, homeless shelter, FEMA "camper cities", and other sc services agencies.

- 1999 – Hearts With Hands, Inc. sent thousands of pounds of disaster rel to the impoverished Kentucky and West Virginia coal mining areas deliv Rose of Sharon Missions based in Canton, North Carolina for Hearts Wit Inc. (ONGOING)
- 1999 - Established an Immediate Needs section of the warehouse to pro burnout victims, impoverished individuals and families. This section in non-perishable foods, blankets, clothing, and over a semi load of water. (ONGOING)
- 1999 – Hearts With Hands, Inc. became partners with Beacon World Mis where relief supplies are shipped to two orphanages in the Ukraine.
- 1999 – Havana, Cuba - Hearts With Hands, Inc. sends 5 containers full of equipment to hospitals.
- 1999 - Set up a disaster response trailer to assist as a feeding station as It has been used to cater Western North Carolina National Association o and Rescue (NASAR). The unit is on stand by in the event it is needed b Buncombe County EMS at request.
- 1999 – Kosovo - Hearts With Hands, Inc. sent a four-wheel drive, fully st ambulance to be used by a Christian based charity.
- 1999 – Panama - Hearts With Hands, Inc. sent sixty hospital beds to Pan establish a hospital.
- 1999 – Haiti - Hearts With Hands, Inc. sent 36,000 pounds of medical sup Project Haiti.
- 1998 – Hearts With Hands implemented "Sharing-Heart" where locally impoverished families not eligible for assistance at other agencies coul help with the necessities of life. (ONGOING)
- 1998 – Hearts With Hands responded with disaster relief supplies for the of a F-4 tornado that ripped through Kissimmee, Florida
- 1998 – Hearts With Hands responded with disaster relief supplies for the of the strongest recorded tornado in history, an F-5 in Birmingham, Alab
- 1998 – Honduras - Hearts With Hands responded with 1.8 million pounds disaster relief supplies and numerous work crews to assist the victims o Hurricane Mitch.
- 1998 – Havana, Cuba - Hearts With Hands makes first contact with Nanc government official for the Office of Donations – "The Ministry of Public In cooperation with World Reach, Inc. and there license, Hearts With Ha shipped two containers full of medical equipment and supplies to hospi
- 1998 - Signed a Memorandum of Understanding with the United States S Command, 5th Battalion, 34th Brigade, a National Volunteer Disaster Re Organization headquartered in Chicago, Illinois. (ONGOING)
- 1996 – Hearts With Hands responded with disaster relief supplies for the victims in Falmouth, Kentucky.
- 1996 – Hearts With Hands responded with disaster relief supplies for the of Hurricane Fran in Topsail Island, North Carolina.
- 1996 – Hearts With Hands responded with disaster relief supplies for the of tornadoes that devastated most of Arkadelphia, Arkansas.
- 1995 – Hearts With Hands responded with disaster relief supplies and vo work crews for the victims of Hurricane Marilyn in St. Thomas, Virgin Isl
- 1993 – Hearts With Hands responded with disaster relief supplies for the Oklahoma City Bombing in Oklahoma City, Oklahoma.
- 1992 - Hearts With Hands was the largest responder to Hurricane Andrew disaster relief supplies in Homestead, Florida.

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Hotel undergoes major face-lift

Great Smokies Holiday Inn SunSpree reopens as Crowne Plaza Resort

By Dale Neal
STAFF WRITER

ASHEVILLE — The Great Smokies Holiday Inn SunSpree gets a new name next week after a multimillion dollar face-lift to the Asheville resort.

Crowne Plaza Resort-Asheville, the first of its kind in North Carolina, will hold a grand reopening Wednesday, welcoming visitors to the city's second largest hotel with its 306 guest rooms.

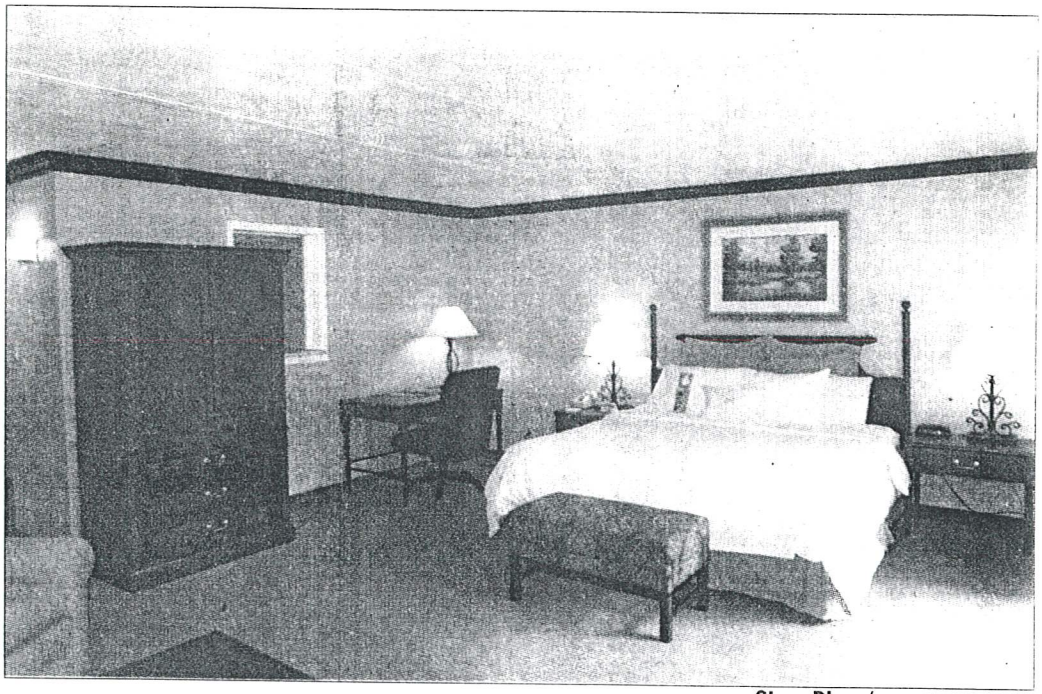
"We wanted to give the public an affordable alternative to the Grove Park Inn (Asheville's largest hotel) with an 18-hole golf course, refurbished tennis courts and oversized guests rooms all within a mile of Asheville, but at affordable rates," said Dennis Hulsing, the president and CEO.

Crowne Plaza Hotels & Resorts is an upscale brand of Intercontinental Hotel Group, which also owns the Holiday Inn SunSpree chain.

Hulsing paid $9.1 million last year for the SunSpree near the Interstate 240 and Patton Avenue interchange. He also owns the Holiday-Inn Airport and Best Western Asheville-Biltmore under Hulsing Hotels NC Inc.

"We've completely gutted the property," Hulsing said. "Every ounce of square footage from the exterior to the interior has been transformed," he said, including the roofing, boilers and chillers, and inside the room, mattresses, carpet, drapes, lighting and bathroom counters.

Hulsing declined to give an exact figure for the renovation.



Steve Dixon/STAFF PHOTOGRAPHER

A multimillion dollar renovation of the Great Smokies Holiday Inn SunSpree — which next week will be known as Crowne Plaza Resort-Asheville — includes the refurbishing of rooms at the resort like the one pictured here.

The hotel now offers 306 rooms, including 29 villas along the golf course, which were originally developed as timeshare units 20 years ago. Hulsing plans to add an indoor swimming pool and fitness center later this year.

"The Crowne Plaza is a nice flag to add to the mix of properties in Asheville," said Marla Tambellini of the Asheville Convention and Visitors Bureau. "Crowne Plaza caters to a slightly more affluent visitor and the resort will meet the continued demand in this area for upscale properties."

In 1975, Wayne Kinser developed the property as the Asheville Hilton with 280 guest rooms on a 120-acre tract just a mile from downtown. In 1994, the name was changed to Holiday Inn SunSpree Resort. Kinser died in 2003 just before the hotel was sold to Hulsing.

Opening celebration

The Crowne Plaza Resort-Asheville will have a ribbon-cutting ceremony at 4:30 p.m. Wednesday in front of the hotel. Tours of the renovated rooms will be from 5 to 7:30 p.m. during a celebration in the Overlook Ballroom. For information, call 254-3211.

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Worlds Largest Installers of Furnaces
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, West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

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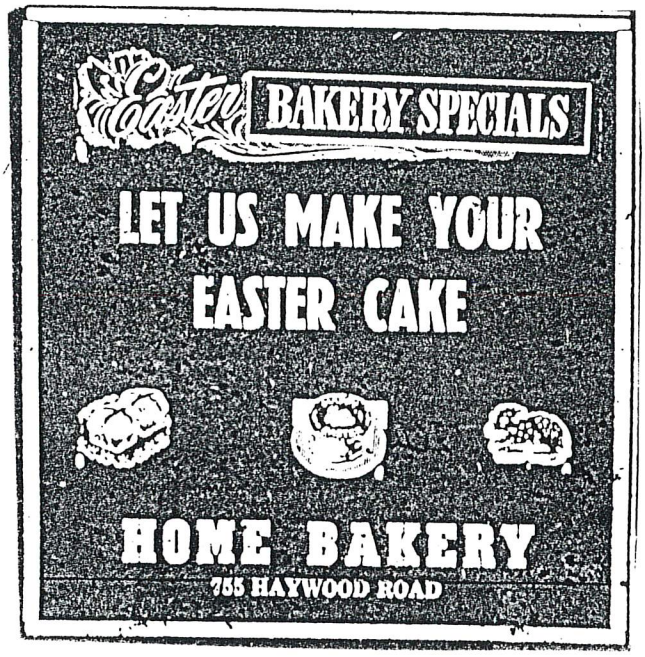
Asheville City Directory 1951



West Asheville News April 5, 1946

HOME FURNITURE STORE

HOME FURNITURE STORE

751 Haywood Rd.—West Asheville—Phone 3800

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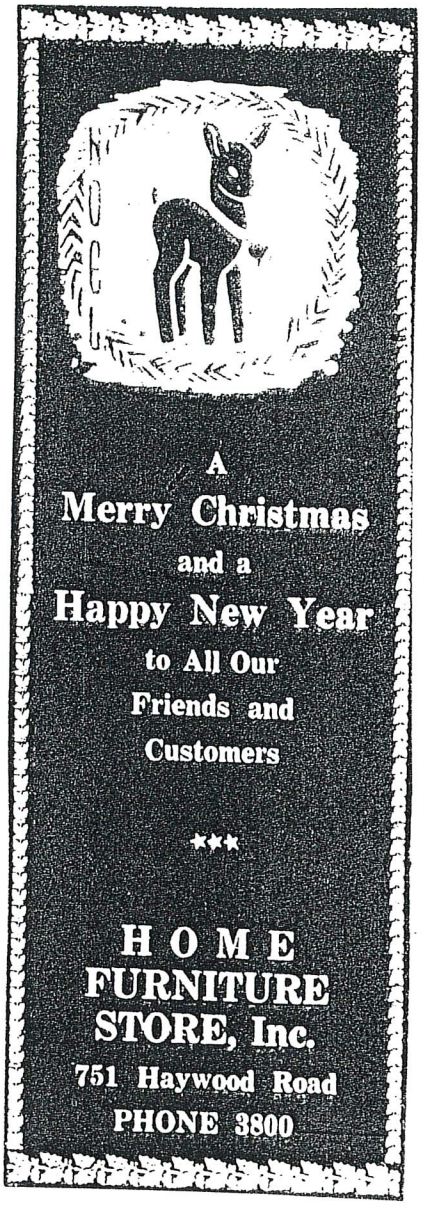
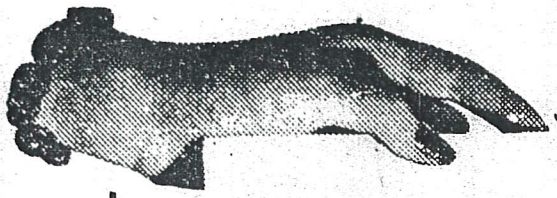
Let Us Solve Your Christmas Problems

West Asheville News December 12, 1937



West Asheville News December 25, 1942

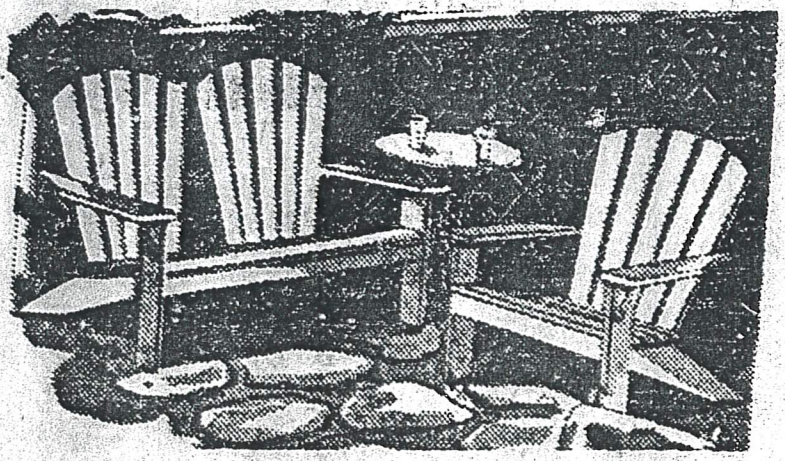


HOME FURNITURE STORE

OUR rapidly expanding business makes it necessary to find larger and more commodious quarters from which to serve our growing number of customers.

THEREFORE on April 2 we are moving to 797-799 Haywood Road, next to the West Asheville Post Office, from which store we shall be able to attend to our patrons' needs more promptly and efficiently.

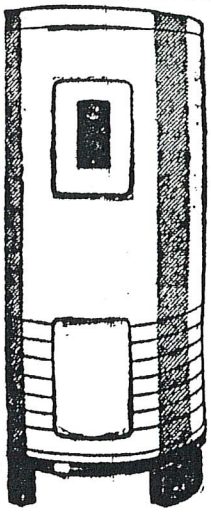
IDENTIFIED with furniture for the past 23 years and since 1932 we have been West Asheville's largest furniture store, and it will be our future policy to merit the confidence of our many friends.



HOME FURNITURE STORE

797-799 Haywood Road **Phone 3800**

West Asheville News January 4, 1946



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HOME FURNITURE STORE

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March 15, 1946 Asheville Citizen

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ARVIN RADIOS
SPEED QUEEN WASHING MACHINES
LEONARD REFRIGERATORS

HOME FURNITURE CO.

797-799 HAYWOOD RD. TELEPHONE 3800

West Asheville News April 19, 1946

Furniture G-E Appliances

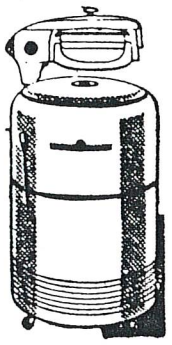
HOME FURNITURE

Store

797-799 Haywood Road

Dial 3-1491 West Asheville, N. C.

The GENERAL ELECTRIC



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HOME FURNITURE STORE

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797 Haywood Rd. Dial 3-1491

Asheville Citizen September 6, 1951

Furniture G-E Appliances
HOME FURNITURE
Store
797-799 Haywood Road
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"Emmatonian" **1952**

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797-799 Haywood Rd. (W. Asheville) Dial 3-1491

Home Furniture Store

FURNITURE

G-E APPLIANCES

797-799 Haywood Road

DIAL 3-1491

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

It's 'all in the family' at this furniture store

By LeeAnn Donnelly
STAFF WRITER

YOUR BUSINESS NEIGHBORHOOD

For nearly 60 years, Home Furniture has been a familiar fixture among the businesses dotting Haywood Road in West Asheville. The Weddle/Nichols family has owned and operated the business since 1933.

Tim Nichols, grandson of the original proprietor, A.C. Weddle, currently manages the three-level store at 797 Haywood Road.

Sofas, loveseats, bedding and accessories appear at every turn throughout the 10,000 square-foot space. Matching art pieces, homey throw blankets, flowers and plants compliment each furniture group, lending ideas to customers making decorating decisions.

The luxurious surroundings are a far cry from the 2,000-square-foot store Weddle started with during the Depression, Nichols said. The original store space on Herron Avenue had a dirt floor basement, he added.

"We're the oldest business, yet we're the newest," said Nichols of maintaining current styles and trends. "You can't stand still."

Weddle took a gamble, said Nichols, when he decided to open up a business smack in the middle of the Depression. But Weddle's years as a manager with Sturkey Furniture gave him the experience to make a success out of the store.

"He started it with a $2,000 life insurance policy," said Nichols.

Wartime presented problems in that most folks couldn't afford to buy new furniture, so Weddle made profits from reconditioning used pieces.

Nichols' father, Paul, worked alongside his father-in-law for a number of years at both the original location and in

❖ *See* **Family store** *on page* **5**

JETTA FRASER/CITIZEN-TIMES

Three generations of the Nichols Family at Home Furniture have worked hard to keep customers happy for nearly 60 years. The West Asheville store is located at 797 Haywood Road. Standing left to right, Tim Nichols, Al Nichols and Janet Nichols. Seated, left to right, Roy Rathbone, Paul Nichols and Clara Nichols.

Family store

❖ *Continued from page* **1**

the store's present location.

Now, though, Nichols' father acts as adviser.

Family businesses, according to Nichols, are a "dying breed," largely because of chain operations.

"The chains can many times gang up on you. Their buying volumes make a big difference," he said. Although, with the Rowe Furniture and Sealey City programs, Home Furniture has been able to compete with the bigger stores.

By selling those two lines exclusively, Nichols said the store can receive special attention from either manufacturer – as well as the benefits of being one of the only furniture stores that sells those lines.

"Even though I'm a little business, I have the buying volume of (a chain-operated store). We've had a 22 percent increase this year. We did as much in sales in June during a recession year as we did in the year 1986," he said.

Nichols attributes the store's success to the eight-member staff and their professional work attitudes.

Nichols complaints roll in

Nearly 100 furniture store customers lodge grievances

By Mark Barrett
STAFF WRITER

ASHEVILLE — Complaints kept coming in Thursday to a local agency from customers who said they were hurt by the unexpected closing of longtime local business Nichols Home Furniture.

The local office of the Better Business Bureau had taken 92 closure-related complaints from Nichols customers by Thursday afternoon, President Norma Messer said.

Some said they had not received furniture they had paid for, some said they had gotten some furniture but were still missing pieces of a matching set and some had other problems, she said.

Nichols had been in business in the area for 73 years and had three Asheville stores until closing recently. Tim Nichols, president of the family owned business, said Tuesday the company has more than $500,000 in debt and will not reopen.

Local attorney William Loose said he is preparing a bankruptcy filing for the company.

In a typical case, a trustee would be appointed to oversee the liquidation of the company's assets and to notify creditors, Loose said. If there is some money left over to be distributed, "Then the creditors will share in some fashion, in a proportionate share of what they're owed," he said.

Loose said he does not know how a trustee would handle things if there were furniture in Nichols' warehouse that has been paid for but not delivered.

To file a complaint

The Asheville office of the Better Business Bureau is taking complaints about Nichols Home Furniture. Call 253-2392 or visit www.asheville.bbb.org.

"This case will not be easy to administer. There's a lot of things to get unwound," he said.

Messer called the number of complaints "larger than usual. Normally if a store goes out of business it's in a more orderly fashion."

She said the BBB has been unable to reach anyone with Nichols and that there is not much her organization, which serves 16 Western North Carolina counties, can do for customers other than notify them when it is time to press their claims in bankruptcy court.

Kristin Mills of Swannanoa is still waiting to have a housewarming after moving into her home June 1 because, she says, some furniture she ordered from Nichols in April never arrived.

Mills said she did get a couch from Nichols but a matching chair and love seat never came. The purchases were financed, she said, so she isn't out any money, "just a lot of aggravation."

"Now I have a couch that I'm not able to return and it's part of a set," she said.

Asheville Citizen July 15, 2005

TESSIER

797 Haywood Road

Former Nichols Furniture

FOR LEASE!

6,720 SF Storefront Space
$4,500/ Mo. NNN

Contact:
Russ Towers
828.254.9842 office

rtowers@tessierassociates.com

FEATURES:

- Historic West Asheville Location
- 1920's-Built Classic Structure
- 10,080 sf Total
- 6,720 sf Storefront Space on Two Levels
- Includes Addl. 3,360 sf Basement Level
- Off-Street & Curbside Parking

INSULATION

Gives Year Round Comfort!

Owens-Corning Fiberglass or Yorktex Black Rock Wool

Featuring

BONDSTONE

Beautiful Man Made Stone

"Doesn't cost—it pays Over and over again"

10% Down—36 Months to Pay

Clyde Kinser - Bert Starnes

HOME INSULATION CO.

753 Haywood Rd. Dial 3-5411

Asheville Citizen March 15, 1946

C. V. CHANDLER

The members of the Home Insulation Company are happy to announce that Mr. C. V. Chandler, recently retired from the Asheville Post Office, is now connected with our sales staff. From personal experience in his own home Mr. Chandler takes great delight in recommending INSULATION to his host of friends.

It doesn't COST . . . It PAYS. Over and Over Again

HOME INSULATION COMPANY

CLYDE KINSER — BERT STARNES

753 Haywood Road — Asheville — Dial 3-5411

Asheville Citizen March 3, 1951

Home Insulation Co. 753 Haywood Rd.
Asheville Citizen-Times October 24, 1951

HOME INSULATION COMPANY

753 Haywood Road (Asheville)

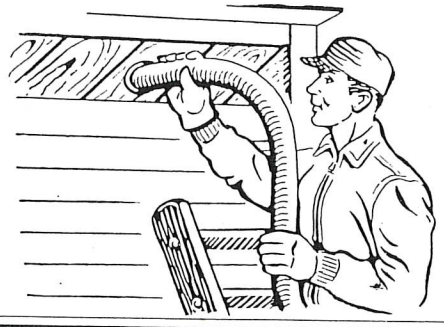
BLACK ROCK WOOL
and
FIBERGLAS

E. CLYDE KINSER BERT STARNES

Surveys Gladly Made Without Obligation

DIAL 3-5411

If no answer Dial 2-0111 or 2-2517



Asheville Times September 5, 1951

Home Insulation Company
Clyde Kinser, Manager
Bert Starnes, Office Mgr.
753 Haywood Road Dial 3-5411
Asheville, N. C.
Fiberglas Mineral Wool and Yorktex
Black Rock Wool
"Insulation doesn't Cost. . . . it Pays,
Over and Over Again"

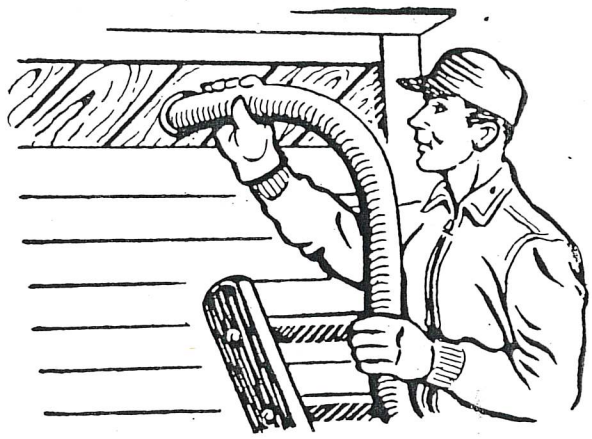
HOME INSULATION COMPANY
CLYDE KINSER — BERT STARNES
Asheville, N. C. Dial 3-5411
"Fiberglass Insulation Doesn't Cost . . .
It Pays, Over and Over Again"
We Also Feature Bondstone

HOME
INSULATION COMPANY

CLYDE KINSER BERT STARNES

Owens—Corning Fiberglas

DIAL 3 5 4 1 1



FREE ESTIMATES

BONDSTONE

THE MAN MADE STONE

"It doesn't cost—It pays—over and over Again"

No Down Payment—36 months to Pay

753 Haywood Rd. Dial 3-5411

HOME INSULATION CO. HAS $250,000 ANNUAL PAYROLL

Home Insulation Company of Asheville, Inc., located on the New Leicester Highway, is a growing young firm. Its officers are: Clyde Kinser, president; Wayne Kinser, vice president; Esther Mae Kinser, secretary, and Robert Kinser, treasurer.

Organized in 1949 at the original location, 753 Haywood Road, West Asheville, the company moved to its present location and incorporated in 1956. Home Insulation Co. is a manufacturer, wholesaler and retailer of storm windows and doors, awnings, car ports and insulation.

KINSER

The Kinser family moved to Asheville from Oak Ridge, Tenn., in 1947. Clyde Kinser is a member of the Lions Club and W.A. Business Association.

Home Insulation Company employs approximately 60 people with an annual payroll of more than one quarter of a million dollars. The office and plant are located on a seven-acre tract of land with approximately 40,000 sq. ft. of floor space. The company maintains a fleet of 18 trucks and cars in order to provide customer service. Products manufactured by Home Insulation Company are distributed through the company's local retail sales divisoin and by home improvement contractors In seven Southern states.

Asheville Citizen December 1, 1960

JAN. 16, 1926

PLAN NEW BUILDING IN WEST ASHEVILLE

Construction Will Start Within Next Few Days According to Announcement by G. A. Shieder; New Store Planned.

Plans for the construction of a new brick building at the entrance to Horney Heights, in West Asheville, were announced yesterday by G. A. Shieder in connection with the establishment of a new drug store.

Mr. Shieder has operated the West Asheville Pharmacy near the center of the business section west of the river for several years and the announcement that he contemplates the establishment of a second drug store to take care of the trade of this section of the city will be received with interest.

Guy E. Brookshire, well known druggist of this city, will be in partnership with Mr. Shieder and will be in charge of the new establishment as manager, it was stated.

Work on the new building will start within the next few days, it was stated.

ASHEVILLE, N. C., THURSDAY MORNING, JANUARY 1, 1931

THREE MASKED BANDITS HOLD UP DRUG STORE

Horney Heights Place Robbed Of $200 By Three Armed Men.

FIVE PEOPLE IN STORE AT TIME

Police Believe White Men Blacked Faces For Bold Holdup

Three masked bandits, armed with a Winchester rifle and two .38 calibre revolvers, last nigh held up the Horney Heights Drug Store, 1288 Haywood Road and escaped with $200 in currency taken from the cash register.

Dr. E. E. Brookshire, manager, and five other persons were in the store when the bandits entered, shouting a command to "stick 'em up." Dr. Brookshire and other employes of the store and customers complied with the bandit's orders. Two members of the band herded the six persons into the rear of the store, made them face the wall, as the third member rifled the cash register.

Dr. Brookshire last night stated that he made two attempts to secure a pistol which was concealed under a nearby counter and two of the bandits warned him that a third attempt to secure the pistol would result in death.

Warned Victims

Warning his victims to remain standing with their faces to the wall for five minutes after their departure, the bandits left the store. Dr. Brookshire informed police officers that he did not hear a motor start after the bandits left and that he believed they were not traveling in an auto.

F. J. Austin, F. J. Austin, Jr., S. G. Wood, Hal Franklin and Bill Jacobs, the latter two employes of the store were in the establishment when the bandits entered. Opinions differed as to the color of the bandits. Dr. Brookshire insisted the bandits were white men with their faces blackened. He was supported in this by one of the customers in the store. Others contended the men were negroes.

Five members of the Asheville police department answered the call from the drug store and for more than an hour searched that vicinity for traces of the bandits. At an early hour this morning no arrests had been made.

Asheville Citizen January 1, 1931

NOW OPEN

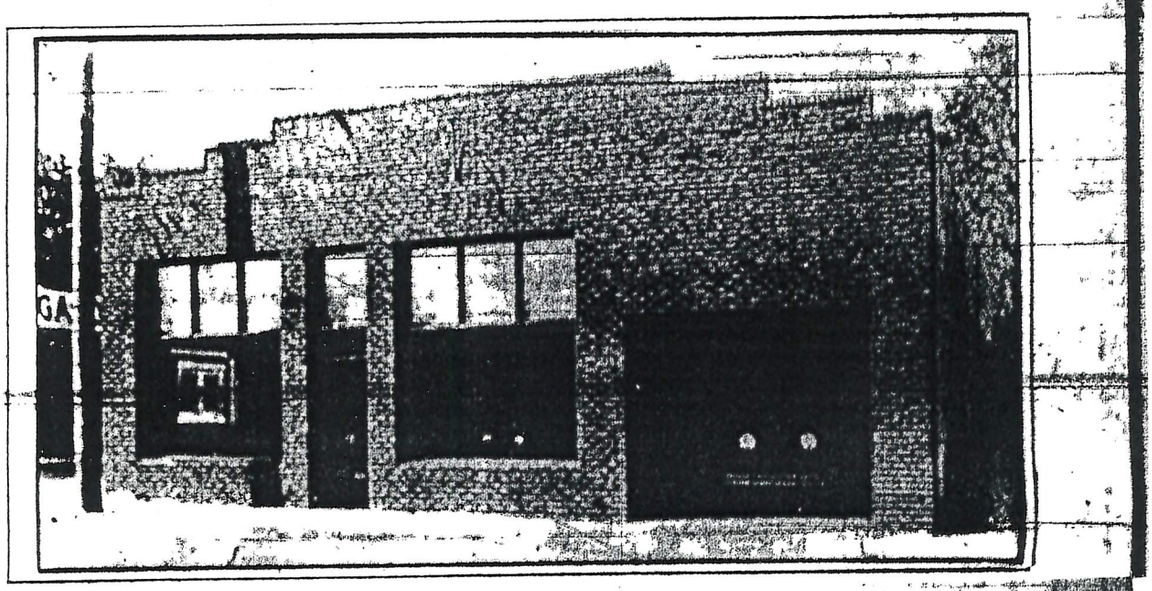
New

Horney Heights Grocery

With A Complete Line
Staple Groceries

Phone 9452 E. W. Davis, Mgr.

Believe in West Asheville



Our Pledge

We believe in the future greatness of West Asheville. We confidently believe that within the short space of a few years West Asheville will be twice its present size.

With the erection of our fine new building we have undertaken a large financial responsibility. May it serve to assure every person in West Asheville that we are here to help this community grow and grow with it.

It shall ever be our duty to offer to the best of our ability a service and a product that will make a permanent and outstanding success justified.

Today's Greatest Buy in a Car!

HUDSON

Based on limited output, Hudson prices would have to be advanced many hundreds of dollars. That is why you nowhere find comparable quality, performance, and reliability. The exclusive Super-Six principle has given more than ten years of mechanical supremacy. In everything that counts—fine workmanship, materials, riding ease and smoothness—prices can buy no more.

The Coach now delivers at your door for $1225

ESSEX

In the low priced field Essex shares all of Hudson's honors—in design, quality, workmanship and riding ease. For little more than low-priced "Fours" you can get six-cylinder performance—smoothness and good looks. Price—low first payment and easy terms make it easy to own. Why be content with less?

Delivered at your door for $830

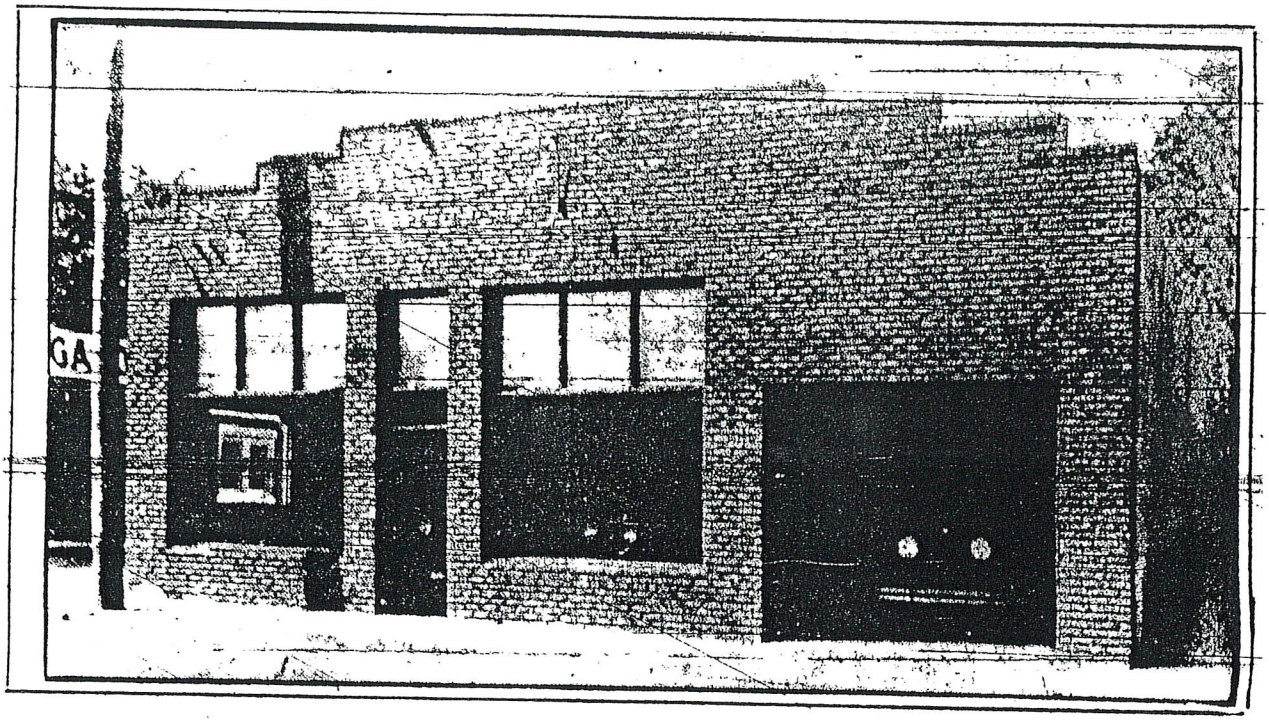
In pledging our good will to the citizens of West Asheville we wish to emphasize that we are going to maintain the very best of service for Hudson and Essex owners.

We have at our command the best mechanics available. Our new shop equipment will make possible only the best of repair work.

By reason of our facilities for handling repair work we shall also give service to any distressed motor besides a Hudson or Essex.

Hudson-Essex Sales Co.

Fred T. Allen, Owner — 746 Haywood Road — Phone 5960



Asheville Citizen June 13, 1926

HUDSON-ESSEX SALES CO.
SEIBERLING TIRES AND TUBES
GENERAL REPAIRING ON ALL MAKES OF CARS
CARS WASHED, OILED, GREASED
746 Haywood Road Phone 5960
West Asheville, N. C.

Phone 4094-J

HUGHES SHOE SHOPS

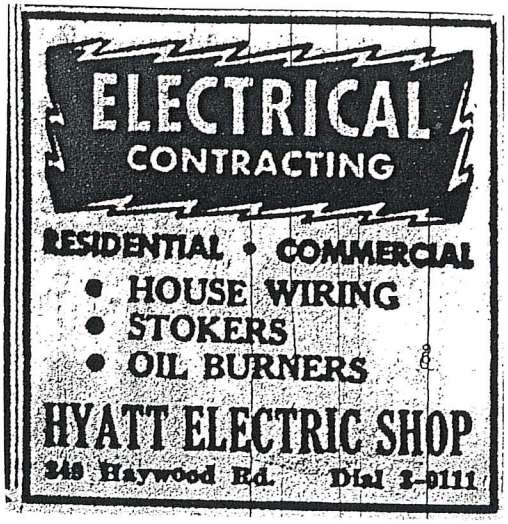
Quality Merchandise

Plus Skilled Workmanship Gives you the Best there is in Shoe Repairing.

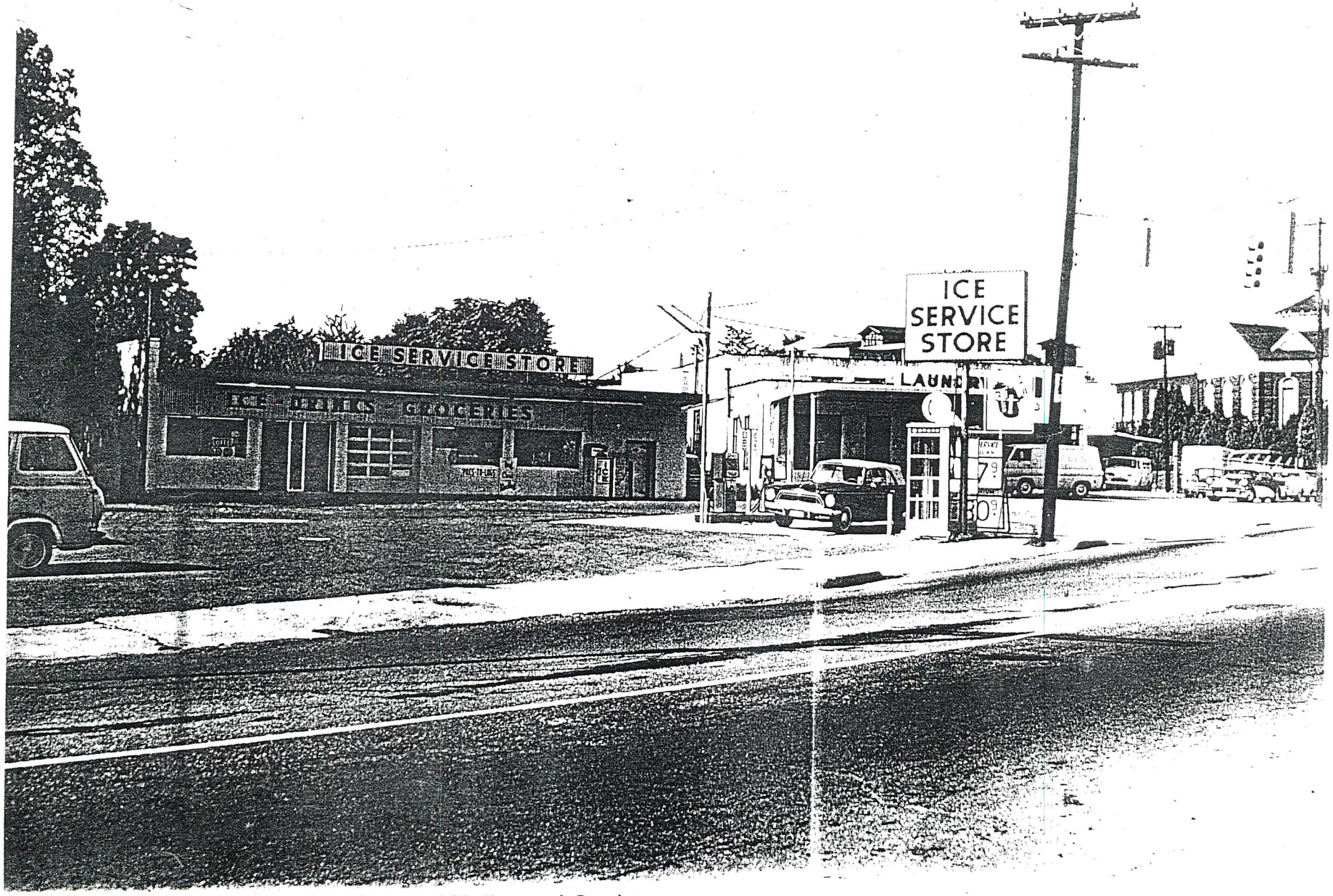
743 Haywood Road

454 Haywood Road

Asheville Telephone Directory, 1947.
715 Haywood Road.



Asheville Citizen March 15, 1946



Ice Service Store, 662 Haywood Road.

Asheville Citizen October 13, 1960

THE IDEAL
BARBER SHOP
Complete Barber Service
Williamson & Nicholson
721 HAYWOOD ROAD

Asheville Citizen December 12, 1937

Ideal Drug Store
DIAL 7636
733 HAYWOOD ROAD

West Asheville Pharmacy
DIAL 2-4471
414 HAYWOOD ROAD
Prescriptions A Specialty — Ask Your Doctor
WEST ASHEVILLE, N. C.

1949 Standard Railway Employees Seniority List

Ideal Drug Store

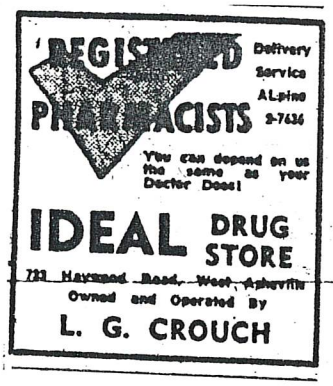
Registered Druggists

PHONE 7636

733 Haywood Road

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program



Asheville Citizen October 13, 1960

Compliments

Ideal Drug Store
WEST ASHEVILLE PHARMACY

***"Emmatonian"* 1952**

MEET YOUR MERCHANTS:

IDEAL DRUG STORE

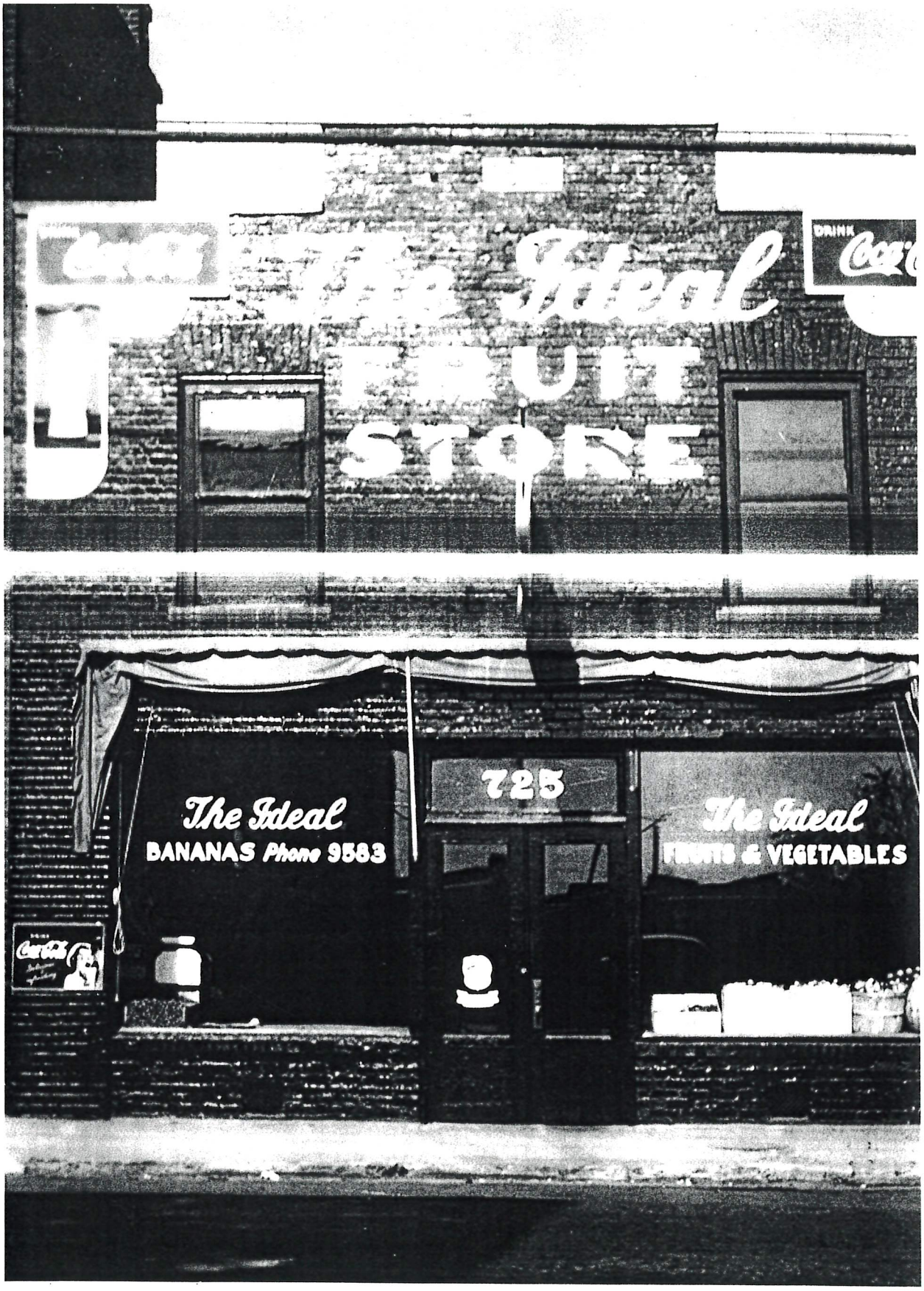
The Ideal Drug Store of 733 Haywood Road in West Asheville was purchased in 1954 by L. G. Crouch, owner and operator. Mr. Crouch's friends and customers will remember him from his previous employment at Goode's and Eckerd's Drug Store on Haywood Street, and from his activities in certain community affairs.

Ideal Drug Store has professional Pharmacists on duty at all time. The firm features a complete soda fountain service as well as a sundry department selling famous brand merchandise, ideal for Christmas gifts.

CROUCH

Although the company is dedicated to serving West Asheville's medical needs, they offer city-wide delivery at no extra charge. Their motto, which has entrusted them to their customers for over six years, is: "You can depend on us the same as your doctor does." There is a large free parking lot in the rear of the store for customers' use at all times, as well cation on this weekly page.

Asheville Citizen November 24, 1960

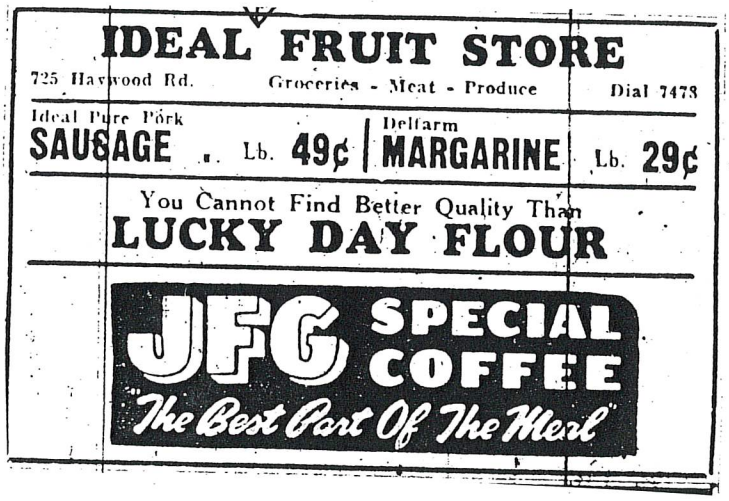


The Ideal Fruit Store, 725 Haywood Road, late 40s. Proprietor O.W. Farlow owned building and store.

Bruce Emory
Research

THE IDEAL FRUIT STORE
Fresh Fruits and Vegetables
CHOICE MEATS
FANCY GROCERIES
PHONE 9213
725 Haywood Rd. Asheville, N. C.

1949 Standard Railway Employees Seniority List



Asheville Times September 5, 1951

Asheville Citizen September 1, 1951

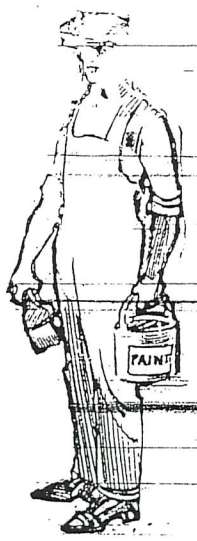
G. L. Fortune
President

"Save The Surface and You Save All"

Gwyn-Edwards
Vice-President

"Save The Surface and You Save All"

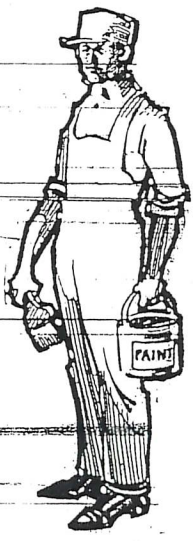
S. J. Fortune
Secretary and Treasurer.



OPENING TODAY

ASHEVILLE'S GREATEST PAINT HOUSE

The Ideal Paint & Varnish Co.



WHOLESALE AND RETAIL
618 Main St., West Asheville.

Distributing The Famous

De Soto Paint Manufacturing Co.

OF MEMPHIS, TENNESSEE,

Paints and Varnishes

Our Leader
DE SOTO
Heavy
Body

Our Leader
MEMPH
Fresco
Flat Wal
Paint

J. E. Comer
Southern Sales Manager

De Soto Paints are made of the best material obtainable in a scientific way which makes it more durable as well as much added beauty. This paint is made for the southern climate therefore gives longer service than paint made for all climates.

De Soto Paint Once Used Always Preferred

During our opening Mr. J. E. Comer, southern salesmanager of De Soto Mfg. Co., will be with us to give our customers his suggestions and advice. Mr. Comer has been associated with the paint business many years and can give many helpful ideas in refinishing and redecorating of offices and dwellings. Mr. Comer hopes to meet many Asheville people during the opening day and states he can make a property owner's time worth while.

Jno. P. Fortune
Director

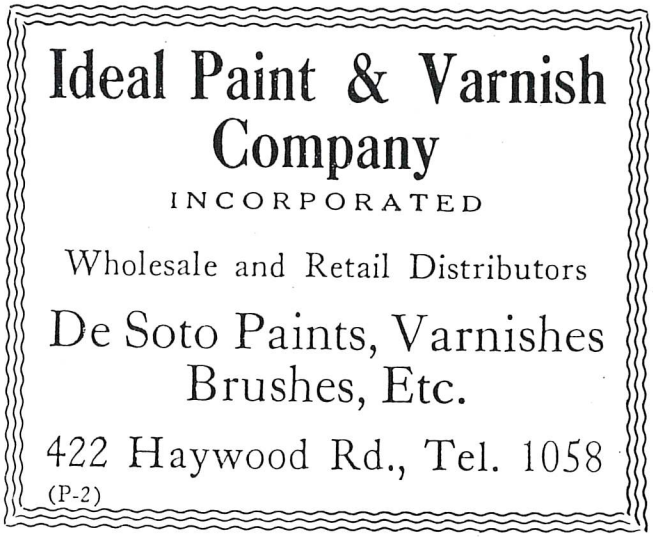
WE INVITE THE PUBLIC IN GENERAL TO OUR STORE AND GUARANTEE TO GIVE PROMPT AND COURTEOUS SERVICE

Ideal Paint & Varnish Co.

WEST ASHEVILLE, N. C. PHONE 1058.
DE SOTO DISTRIBUTORS FOR NORTH AND SOUTH CAROLINAS

Compliments of
IDEAL PAINT &
VARNISH CO.
Wholesale and Retail
PAINTS FOR EVERY PURPOSE
Phone 1058 422 Haywood Rd.
West Asheville, N. C.

Calvary Baptist Church Directory 1926



Asheville Telephone Directory, 1930. Ideal Paint & Varnish Compnay, 422 Haywood Road.

A Fine Paint For Every Purpose

ROGERS

We Do Paint Contracting Call Us For Estimate

PAINT NOW!

We Can Furnish Every Need!

Call Us Today!

ROGERS PAINTS
WALL PAPER
KALSOMINE
FINE BRUSHES
LACQUERS
GLASS
FLOOR CLOTH

LADDERS AND A HIGH GRADE PAINT FOR EVERY NEED. ASK FOR COLOR CARDS

WE DO PAINT CONTRACTING
Let Us Make An Estimate On Your Needs

IDEAL PAINT AND VARNISH CO.

Phone 1058

422 HAYWOOD ROAD WEST ASHEVILLE

ROGERS

THE MARK OF QUALITY

Wall-Tona

The walls of a room either create a cozy, warm, cheery atmosphere or one that is cold and repulsive. Finish your walls with Rogers Wall-Tona and make your home cozy and inviting. Rogers Wall-Tona is that new lustreless finish, available in fine colors and easily cleaned. And what is most desired, the tints, no matter how delicate, will not fade.

IDEAL PAINT
& VARNISH COMPANY

422 Haywood Rd. Phone 1058

Asheville Citizen June 3, 1931

Asheville Citizen July 2, 1931

EXTERIOR VIEW IDEAL PAINT & VARNISH COMPANY

WE are proud of the part we have played in the business life of this community for the past twenty years, and thank our friends and customers for their patronage. —S. J. FORTUNE.

We Are Distributors For

ROGERS
THE MARK OF QUALITY

PAINTS & VARNISHES

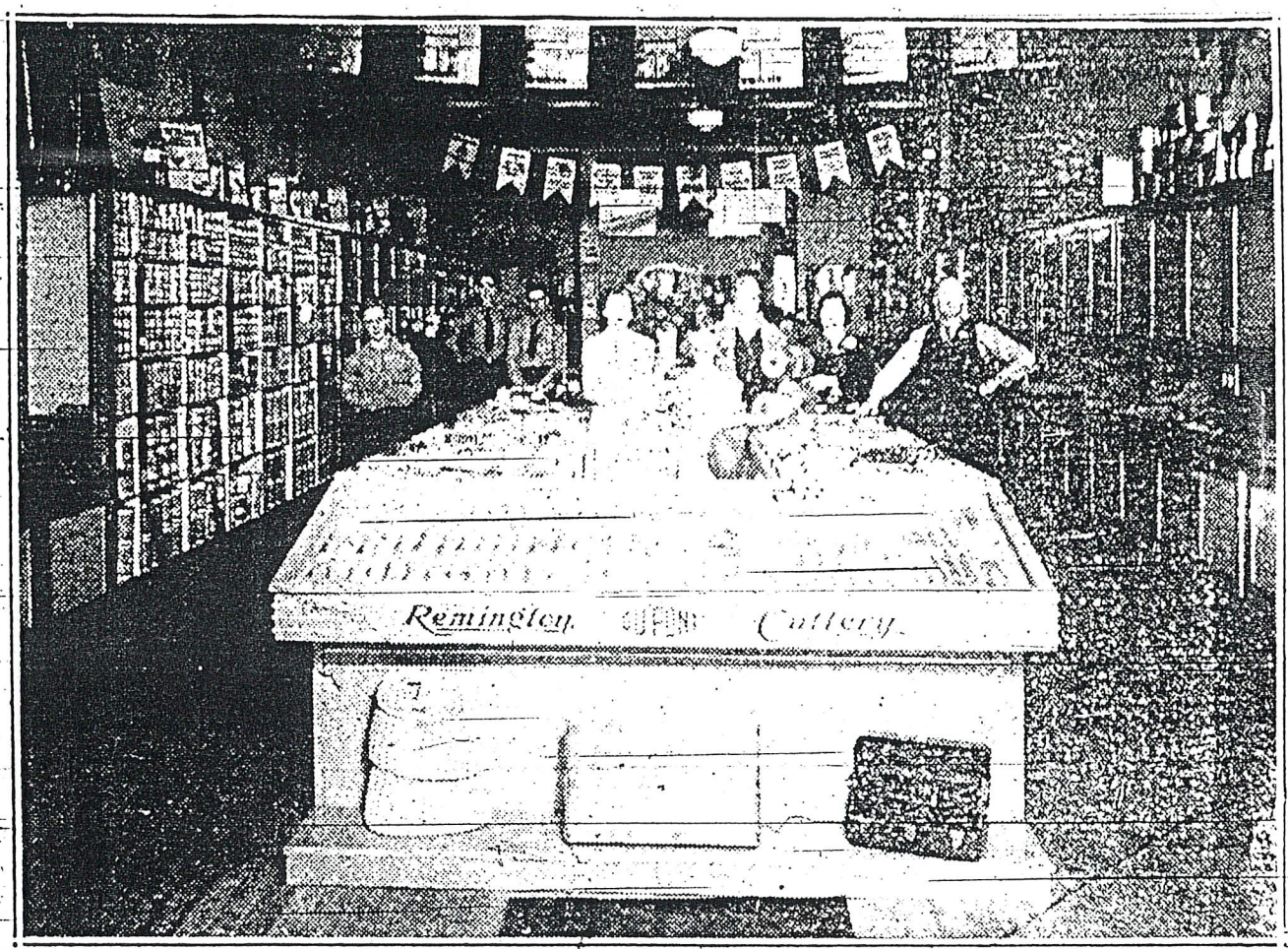
HARDWARE — FIREARMS — AMMUNITION — GLASSWARE
CUTLERY — WHEEL GOODS — TOYS

IDEAL PAINT & HARDWARE CO.

727 Haywood Road West Asheville Phone 1058

1937

INTERIOR VIEW IDEAL PAINT & HARDWARE COMPANY'S FINE NEW STORE



Pictured above is the interior of our new store, which is modern in every respect, with all merchandise displayed in plain view for the convenience of our customers. Included in the picture is our store personnel, S. J. Fortune, manager, Mrs. S. J. Fortune, secretary, J. W. Clement, city salesman, and manager of sporting goods department, L. Albert Fortune, store salesman, and Miss Lila Miller, bookkeeper.

Featuring A Complete Line of The Following Well Known Items:

ROGERS PAINTS — VARNISHES & LACQUERS — REMINGTON CUTLERY — FIREARMS — AMMUNITIC
GENERAL HARDWARE—ALADDIN LAMPS—SEEDS AND FARMING EQUIPMENT — SPORTING GOO

IDEAL PAINT & HARDWARE CO.

727 Haywood Road — Phone 10

Asheville Citizen June 13, 1937

EXTERIOR VIEW IDEAL PAINT & VARNISH COMPANY

WE are proud of the part we have played in the business life of this community for the past twenty years, and thank our friends and customers for their patronage. —S. J. FORTUNE.

We Are Distributors For

ROGERS
THE MARK OF QUALITY

PAINTS & VARNISHES

HARDWARE — FIREARMS — AMMUNITION — GLASSWARE
CUTLERY — WHEEL GOODS — TOYS

IDEAL PAINT & HARDWARE CO.

727 Haywood Road West Asheville Phone 1058

Ideal Paint & Hardware Company, 727 Haywood Road Asheville Citizen-Times
December 12, 1937

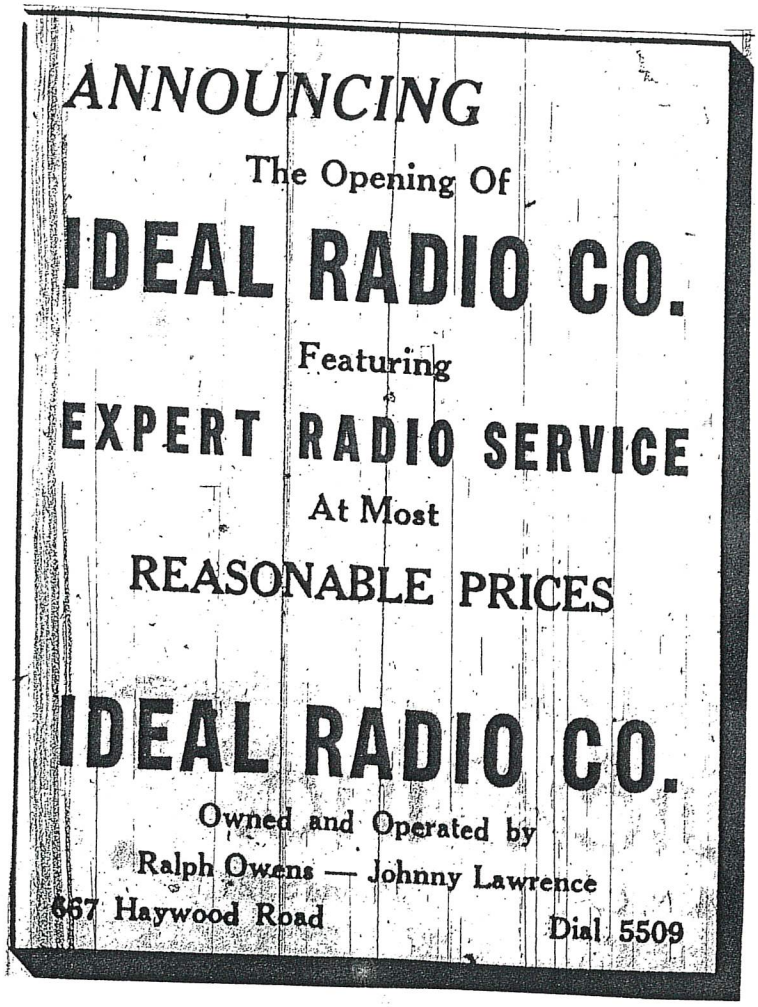
IDEAL TV IS G.E. SERVICE STATION

Ideal Television ,Incorporated, located at 687 Haywood Road, in West Asheville, is the General Electric service station for all Western Carolina, according to Bob Lawrence, owner. They specialize in G.E. Television sales and service.

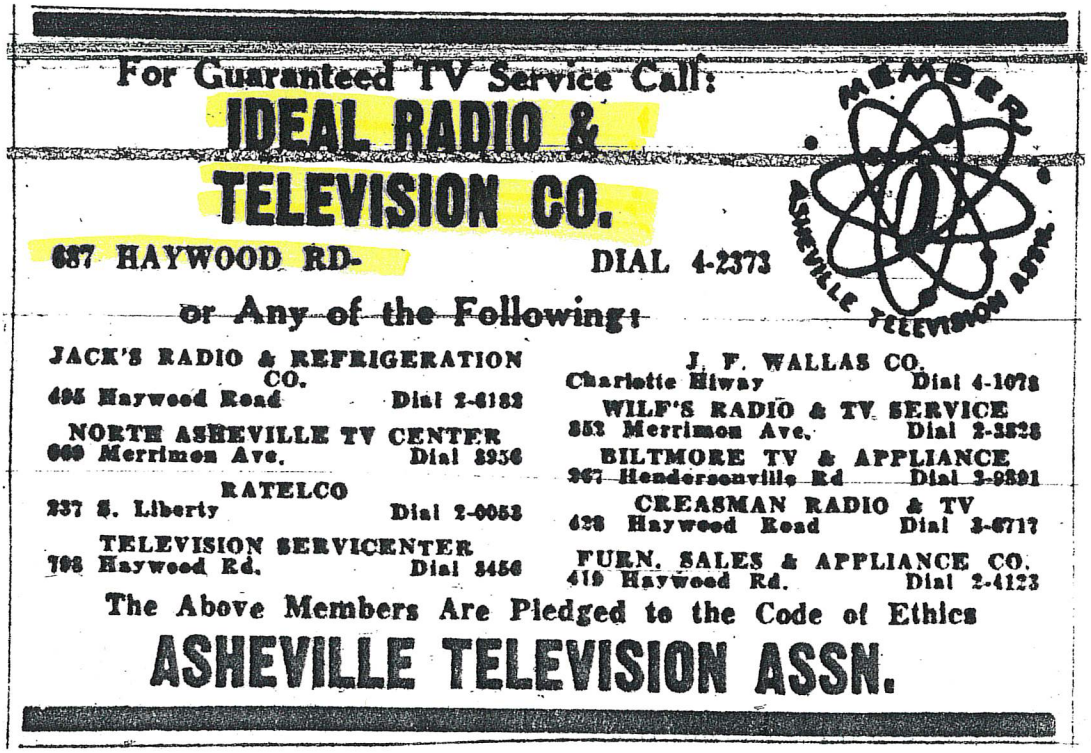
LAWRENCE

Ideal Television, Inc., was founded in 1950 at its present location . . . "Famous name merchandise and prompt, courteous service have been responsible for our continued growth," says Lawrence, who is married, and has two sons, two daughters.

Asheville Citizen November 3, 1960



Asheville Citizen April 2, 1950



Asheville Citizen January 4, 1957

Asheville Citizen January 4, 1957

'SUPER-STORE' IS PLANNED IN WEST ASHEVILLE

Excavation Work Under Way For $30,000 Building

Establishment of Asheville's first "super-store" and plans for the construction in West Asheville of a $30,000 building to house it were announced here yesterday.

Excavation already is under way at Haywood road and Louisiana avenue for the building and plans call for its completion by April 1, 1940. A five-year lease on the new building has been obtained for the operation of a super-service store as a subsidiary of the Dixie Home Stores company of Greenville, S. C.

Superstores are now being operated in seven North Carolina and two South Carolina towns by chain store concerns. Reports have been current here for some time that one or more chains planned the establishment of a super-store here.

The building, which will be 75 feet by 110 feet, is being erected by the City Investment corporation on a portion of the Gwyn Edwards estate. The building will have a 15-foot ceiling, with the roof supported by steel arches, and will have a concrete floor.

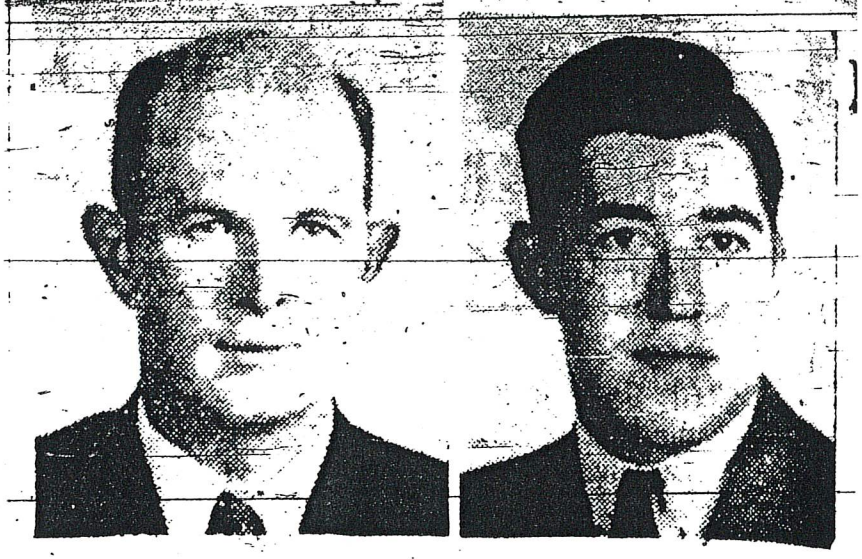
It is being built on a lot fronting 168 feet on Haywood road with a 150-foot depth. The size of the building will allow considerable parking space both behind and at the sides of the super-store.

The super-store, which will be operated on a self-service, cash-and-carry plan, will be known as the Ideal Super market.

Asheville Citizen December 30, 1939

Bruce Emory Research

Joins Ideal Market Force



JOE YOUNG PHILLIP SEAY

Announcement was made yesterday by officials of the Ideal Super Market of the consolidation of the store at 725 Haywood Road with the former at 669 Haywood Road Joe Young, Manager and his assistant, Phillip Seay, along with the entire sales force of the store are now connected with the Ideal Super Market.

Homer Marler, Manager of the Ideal Super Market said, "We are fortunate in securing the services of Mr. Young and Mr. Seay because both of these gentlemen are experienced grocery men and have a large number of friends throughout this section. We extend a cordial invitation to all to visit them in their new connection."

Asheville Citizen-Times October 4, 1940

IDEAL Self-Service Super-Market

669 Haywood Road
WEST ASHEVILLE
PLENTY FREE PARKING SPACE

Notice!

to the customers of Dixie Store, 725 Haywood Road. This store consolidated with the Ideal Super Market, 669 Haywood Road and Louisiana Ave. Joe Young, manager Philip Seay, assistant, and the entire sales force are now connected with the Ideal Super Market. Mr. Young is now able to give his customers the same high quality merchandise and service at a much lower price. He is expecting his customers to call on him at the new modern store.

SUGAR 10 lb. bag 45c

BUTTER ARMOUR'S CLOVER BLOOM. ¼-LB. PRINTS Lb. 31c

DRIED **BEANS** PINTO, BABY LIMAS, YELLOW EYE, NAVY, GREAT NORTHERN lb. 5c

TOMATOES Full Pack No. 2 can 5c

Shortening Vegetole, Jewel or Scoco 8 Lb. Carton 69c

ARGO SUGAR PEAS 2 No. 2 cans 25c

MILK CARNATION, PET. OR SILVER COW 8 SMALL OR 4 TALL CANS 25c

GRAPE JUICE Packer's Label Pt. 10c

APPLE SAUCE 4 No. 2 cans 22c

SKINNER'S **MACARONI or SPAGHETTI** 2 Pkgs. 15c

MAXWELL HOUSE COFFEE lb. can 22c

ARMOUR'S CORNED BEEF 2 No. 1 cans 35c

PINK SALMON 2 tall cans 25c

SLICED PINEAPPLE Halves No. 2½ Can 15c

DIXIE HOME OLEO 2 Lbs. 19c

RINSO Large Size 2 Pkgs. 34c

SWEETHEART TOILET SOAP 1¢ Sale 3 Cakes for 18c
Get extra cake for 1¢ with every 3 cake purchase

Don't fail to bring the children to see the Sweetheart Mechanical Doll on display now in our store.

Rath's Black Hawk Round **STEAK** Lb. 29c

Branded **RIB STEW** Lb. 12½c

Small Lean Pork **CHOPS** Lb. 21c

Fresh Ground **BEEF** Lb. 15c

Medium **OYSTERS** Pt. 25c

Sliced **BACON** Lb. 19c

Fillet of **Haddock** Lb. 15c

Boiled **HAM** Lb. 31c

Tokay or Thompson Seedless **GRAPES** Lb. 5c

Yellow **Onions** 10 lb. bag 25c

Vine Ripened Honeydew **MELONS** Each 17c

Sweet **Potatoes** 5 Lbs. 19c

Spinach 4 Lbs. 25c

Seckle **PEARS** 2 Lbs. 9c

Large Stalk **CELERY** 2 for 15c

Asheville Citizen-Times October 4, 1940

IDEAL
Self-Service
Super-Market

669 Haywood Road
WEST ASHEVILLE

PLENTY FREE PARKING SPACE

Pineapple Juice	46-Oz. Can	**21c**
TOMATOES	Full Pack ... No.2 can	**5c**
COMET RICE	3 lb. pkg.	**21c**
Dixie Home OLEO	2 Lbs.	**19c**
SUGAR	10 lb. bag	**45c**
SCRATCH FEED	25 Lbs.	**55c**
SNOWDRIFT	6 lb. can	**85c**
SUGAR CORN	4 No.2 cans	**25c**
Pet Carnation or Silver Cow **MILK**	4 tall cans or 8 small cans	**25c**
Pure Strawberry or Cherry **PRESERVES**	1 lb. Jar	**15c**
Arm & Hammer **SODA**	3 Pkgs.	**10c**
Armour's Clover Bloom **Creamery Butter**	¼-Lb. Prints Lb.	**31c**
COFFEE Silver Cup	2 1-Lb. Pkgs.	**25c**
Yellow Cling **PEACHES**	2 No.2½ cans	**25c**
Rose Royal Flour	24 lb. bag	**65c**
TABLE SALT	2 Five-Cent Boxes	**5c**

Potatoes U. S. No. 1's	10 Lbs.	**15c**
Cauliflower	Large Heads	**19c**
TOKAY GRAPES	Lb.	**5c**
CELERY New York	2 for	**15c**
Apples Stark's Delicious	3 Lbs.	**10c**
CABBAGE	6 Lbs.	**9c**

Armour's Star T-Bone or **SIRLOIN STEAK**	Lb.	**37c**
Pork Chops Small Lean	Lb.	**21c**
BACON SQUARES	Lb.	**10c**
Armour's Star **Lamb Shoulder**	Lb.	**12½c**
SLICED BACON	Lb.	**19c**
Fillet Of Haddock	Lb.	**15c**
Medium OYSTERS	Pt.	**23c**

Ileen's Beauty Salon To Open In W. Asheville

Miss Hazel Melton, who has had 14 years experience in beauty parlor operating, is opening a first class beauty parlor with all new equipment at 1 Richmond Avenue, West Asheville. It will be known as Ileen's Beauty Salon.

For nine years Miss Melton was in Washington, D. C., and for the past two years she was connected with Dale's Beauty Salon in this city. Ileen's Beauty Salon will specialize in all kinds of permanents including spirals, hair-dyeing being done by expert attendants. Finger waves and shampoos also will be featured.

West Asheville News August 2, 1946

ILEEN'S BEAUTY SALON

At 1 Richmond Avenue

PERMANENTS
Opening Special
$10.00 for $7.50
$8.50 for $5.00
August 5 to September 5

Spiral Waves
$12.50 and $15.00

Shampoo and Set
Monday thru Wednesday
$1.00

Thursday thru Saturday
$1.25

We take appointments from 9 a. m. to 8:30 p. m., except Saturday we close at 6:00 p. m.

TELEPHONE 2415-M

West Asheville News August 16, 1946

ATTEMPT MADE TO LOOT SAFE

Offices Of Life Insurance Company Entered By Yeggmen

Police last night were making an investigation of the attempted safe robbery at the Imperial Life Insurance office, 32 West College street. Nothing of value was taken.

Two small holes were drilled in the door of the safe Thursday night. One of the holes was a quarter of an inch from the combination tumbler box. The safe contained about $800. Other safes in the office, which did not contain money, were not molested.

The insurance offices are on the third story of the building. The front door of the building was "jimmied" and a pass key was used to open a door to the inner office. An electric drill was used to make the holes.

Officers believe the person who drilled the holes became frightened and abandoned his efforts.

A revolver was taken from the office of the American Optical Company, on the second floor of the building. The door to this office was "jimmied." Nothing else was missed from the optical company office.

Asheville Citizen Sept. 10, 1931

IMPERIAL LIFE HAD BOOM YEAR

17.5 Per Cent Gain In Business In 1933 Reported

The Imperial Life Insurance company, organized in 1905 with home office in Asheville, reports a banner year in 1933, showing a 17.5 per cent gain in total amount of life insurance in force, increasing their assets over the required reserves, paying all obligations promptly within a 24-hour period, and adding a total of over two and one-half million dollars of life insurance within the twelve-month period.

Operating 19 main district offices and 27 sub-district offices, the Imperial Life covers the state of North Carolina thoroughly, having a field force of 237 representatives covering all territory from Murphy to Manteo.

Officers of the Imperial Life are: Gay Green, president; J. N. Jarrett and [illegible] presidents; A. W. Ek, secretary; J. Warlick; [illegible] manager; Dr. John A. Watkins, medical director; John H. Coleman, actuary; and Leslie T. New, agency supervisor.

The Imperial Life carries a complete line of ordinary and industrial contracts insuring risks from ages one hour to 65. The Imperial is proud of the fact that all their policy obligations are promptly paid within a period of 24 hours, a service which they feel is greatly appreciated by their many thousands of policyholders throughout the State.

Home offices of the Imperial are located on the second and third floors of the Imperial Life building situated at the corner of College street and Rankin avenue. Twenty-three are employed in the home office. District offices of the Imperial are located in the Imperial Life building fronting on Rankin avenue. E. B. Roberts is district manager, M. M. Ramsey and J. B. Arrington, superintendents; Miss Edith Garner, cashier. There is a field force of 13 representatives in the Asheville district or agency.

Asheville Citizen March 18, 1934

PHONE 4406 7 RANKIN AVE.

To be Sure—Insure with the

IMPERIAL
LIFE INSURANCE COMPANY
INCORPORATED
"SOLID AS THE MOUNTAINS"
of ASHEVILLE NORTH CAROLINA

"Asheville's Own Home Company"

INDUSTRIAL AND ORDINARY E. B. ROBERTS, Dist. Mgr.

FREE
PHOTOSTATING

of service discharges, birth certificates and marriage licenses to men and women of the armed forces . . . and to Imperial Life Policyholders.

Usual prompt Imperial Life service

"SOLID AS THE MOUNTAINS"

IMPERIAL LIFE INSURANCE COMPANY

HOME OFFICE - ASHEVILLE, N. C.

PRINTING DEPARTMENT

52 College St. Asheville, N. C.

Gay Green, President
O. Edwin Starnes, Vice-President
Jasper Warlick, Secretary-Treasurer
L. T. New, Supervisor of Agencies
John M. Ehle, Agency Secretary
John H. Coleman, Actuary
Dr. John A. Watkins, Medical Director

●

IMPERIAL LIFE INSURANCE COMPANY
INCORPORATED
"IN THE LAND OF THE SKY"
of ASHEVILLE NORTH CAROLINA

ORDINARY AND INDUSTRIAL

LIFE INSURANCE

A HOME GUARD IN NORTH CAROLINA
FOR OVER THIRTY-NINE YEARS

Phones 494, 495 and 496

C. M. Coffey, Asheville Agency Manager

●

Home Office:
IMPERIAL LIFE INSURANCE BLDG., 50 COLLEGE STREET

Prompt, Efficient Service
with
Guaranteed Low Premium
Rates!
We invite rate comparisons.

IMPERIAL
LIFE INSURANCE COMPANY

"Asheville's Own Home Company"
College at Rankin Phone 495

West Asheville News July 11, 1947

J. B. INGLE GROCERY CO.

Dealers in Staple and Fancy Groceries and Fresh Meats

403 HAYWOOD ROAD TELEPHONE 237

From "The Skylander", West Asheville School student publication, May, 1922

Compliments of

J. B. INGLE GROCERY COMPANY

403 Haywood Rd. Phone 237

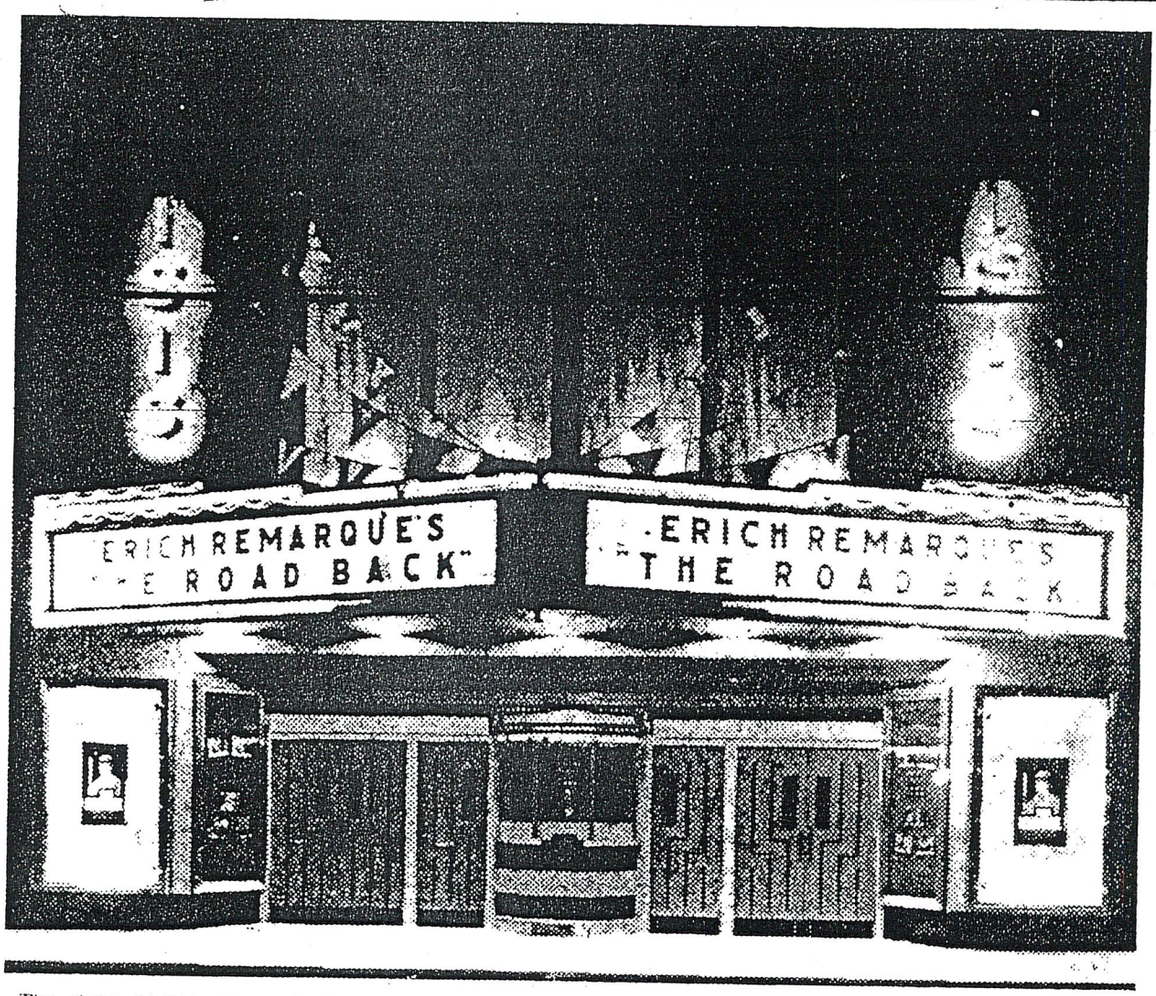
West Asheville, N. C.

Calvary Baptist Church Directory 1926

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C., SUNDAY, JANUARY 2, 1938

New ISIS Theatre Shows Many Feature Attractions

New Isis Theatre In West Asheville



The above picture shows the beautiful modern Isis theatre which opened to the public last Monday. The Isis is owned and operated by the Publix-Bamford Theatres, Inc. The design of both the interior and exterior is modernistic, and provides an unusual variety of color.

Was Built At Cost Of $50,000 Is Thoroughly Modern Movie House

The new Isis theater in West Asheville has won high approval since opening last Monday. The modernistic theater, owned and operated by the Publix-Bamford Theaters, Inc., was erected and equipped at a total cost of approximately $50,000. The theater is air-conditioned and is heated with a furnace equipped with an automatic stoker. The lounge and the mens' and ladies' rooms are modern in every respect.

The design of both the interior and exterior is modernistic, and provides an unusual variety of color.

The Isis theater will operate on the basis of one matinee and two night shows on five week-days and on Saturday will show continuously after 1 p. m. The Palace theater operated in West Asheville for a number of years, will continue to be used on Saturdays and other days for special showings.

It is planned by the management to provide West Asheville with a variety of entertainment, particularly on Saturdays. One of the theaters will offer western entertainment, while the other will have some other type of show.

Carl R. Bamford, general manager of the Publix-Bamford concern, was in Charlotte during the past week arranging booking for the Isis and Palace theaters, as well as the other theaters in Asheville, which are operated by the same concern.

Howard H. Jackson is manager of the Isis and Palace theaters. Mr. Jackson has prior to this time been employed by the Publix-Bamford concern at the Plaza theater and in Canton.

The Isis theater is located on Haywood road between the intersections with Dunwell avenue and Herron avenue. The Palace theater is located on Haywood road just beyond the intersection with Mildred avenue.

Bruce Emory Research

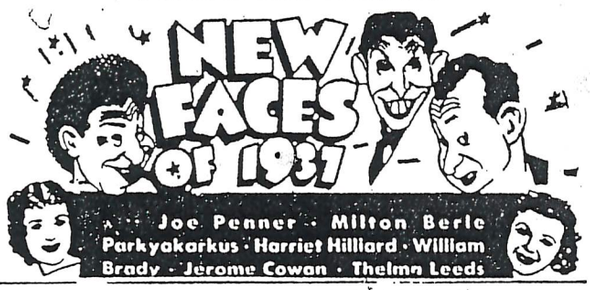
The Isis Theater, 743 Haywood Road, 1937-57.

New
Beautiful
Comfortable

ISIS

ADULTS
15c & 20c
Children 10c

SUNDAY AND MONDAY



SPECIAL ADDED ATTRACTION
THE ATTACK! BOMBING! AND SINKING
U. S. S. PANAY

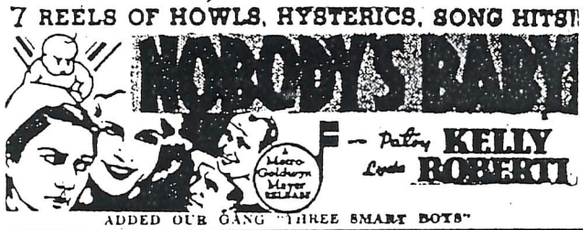
Never Before Have We Had The Opportunity To Witness A Spectacle So Horrifying As This—Don't Miss One Of History's Most Sensational Chapters
900 Feet Of Film

TUESDAY AND WEDNESDAY

"That Certain Woman"

THURSDAY ONLY

7 REELS OF HOWLS, HYSTERICS, SONG HITS!

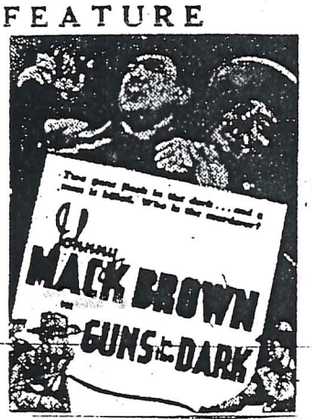


ADDED OUR GANG "THREE SMART BOYS"

FRIDAY AND SATURDAY

DOUBLE FEATURE

A TWO-GUN GAMBLER WHO SHOOTS SQUARE WITH LOVE!



The Painting and Decorating of The New Isis Theatre Was Done By

IDEAL PAINT AND HARDWARE CO.

727 Haywood Road

Distributors For

ROGERS
THE MARK OF QUALITY

PAINTS And VARNISHES

CONGRATULATIONS
To
WEST ASHEVILLE
on the opening of the
New
PUBLIX-BAMFORD ISIS THEATER

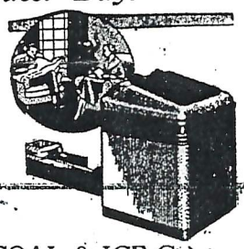
This handsome, attractively furnished theater, with its beauty enhanced by the liberal use of the newest decorative lighting, reflects the progress and prosperity of West Asheville and is something of which the entire community should be extremely proud!

Carolina Power & Light Company

ISIS PATRONS

Will Be Comfortable
On Coldest Days

The owners and operators of the beautiful new Isis Theatre, have wisely chosen a FIRE TENDER Stoker to see that the patrons of this house enjoy the shows under the very finest heating conditions. The FIRE TENDER gives automatic heat, regulated in accordance with the temperature of the weather. Your home, too, should have a FIRE TENDER. Ask us for information!



CAROLINA COAL & ICE CO.
Fire Tender Agents — Telephone 130

We Are Proud Of The
NEW ISIS THEATRE
And To Have Installed The Plumbing And Heating Equipment

E. B. WRIGHT PLUMBING CO.

WEST ASHEVILLE
3 Dunwell Ave. — Phone 1282

We Are Proud Of Our Work On
THE ISIS THEATRE

We furnished the ROOFING, SHEET METAL WORK and the DUCT AND GRILL WORK in connection with the heating and cooling system.

FURNACES **STOKERS**

We are agents for the famous Faultless Warm Air Furnaces.

We sell and install the Famous Anchor Kol-stoker.

SUPPLIES

We carry a complete stock of sheet metal, warm air heating supplies and other equipment for heating and cooling systems.

Carolina Sheet Metal Works

E. O. BUCKNER, Mgr. — C. W. MEADOWS, Supt.
33 Carolina Lane — Phone 133

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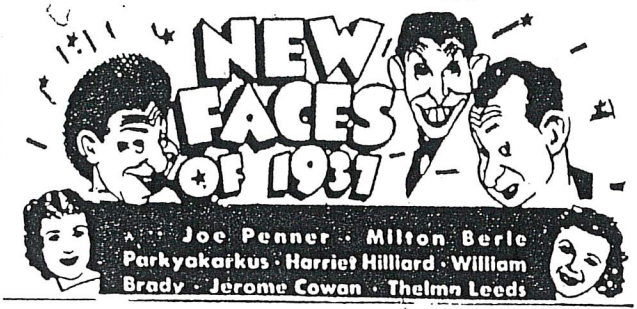

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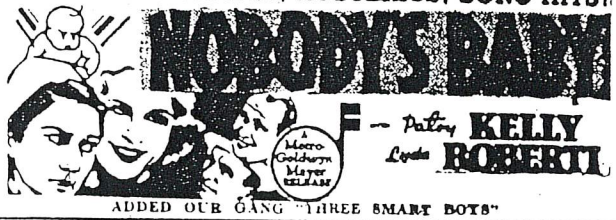

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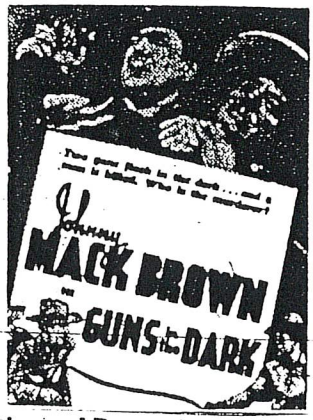

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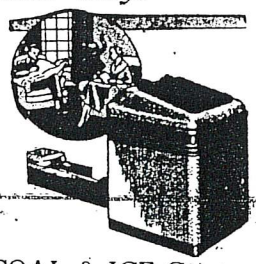

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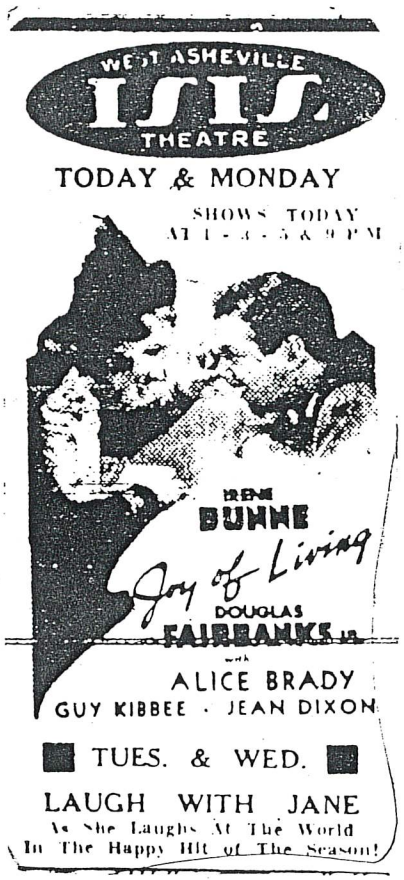
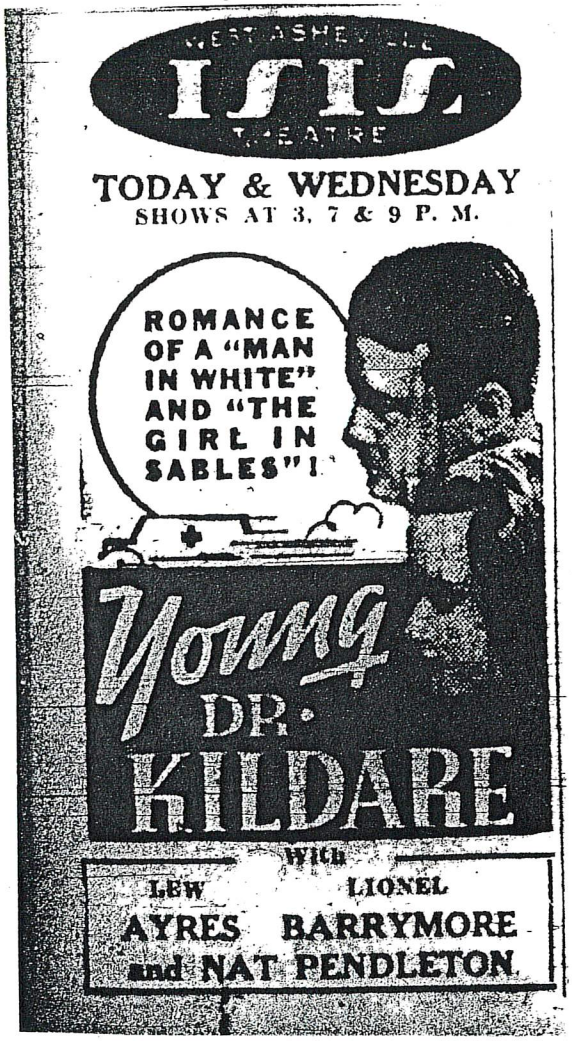


Asheville Citizen September 4, 1938

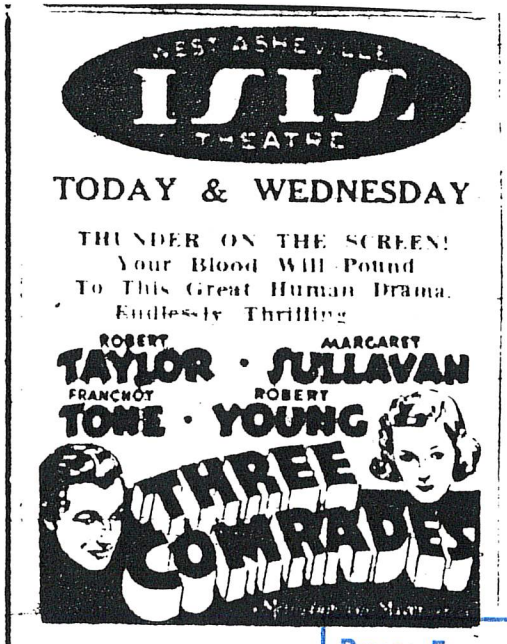
Bruce Emory
Research

Asheville Citizen
March 25, 1938

Asheville Citizen
January 3, 1939



Asheville Citizen
August 16, 1938



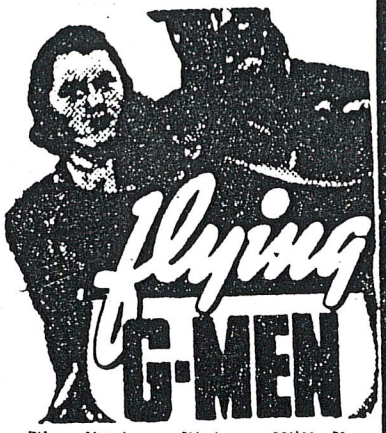
Bruce Emory
Research

PALACE
- WEST ASHEVILLE -

Mat. 15c | STARTS SATURDAY NOV. 18th | Nite 15c

Dynamiting The Lid Off The Spy Menace!!!

15 CHAPTERS OF ACTION!



The Feature Picture Will Be
ROY ROGERS
in "WALL STREET COWBOY"
with
GEORGE "GABBY" HAYES

FREE CANDY FOR THE KIDDIES!

WEST ASHEVILLE **ISIS** FREE PARKING
PHONE 2857

TODAY & MONDAY
SHOWS AT 1 - 3 - 5 & 9 P. M.

in
BACHELOR MOTHER
with
CHARLES COBURN • FRANK ALBERTSON • E. E. CLIVE

SUNDAY, NOVEMBER 12, 1939

Bruce Emory Research

WEST ASHEVILLE
ISIS
PHONE 2857
FREE PARKING

COMING
ATTRACTIONS

Today & Saturday—

"A Haunting
We Will Go"

— With —

LAUREL &
HARDY

Sunday & Monday—
Mary MARTIN
Dick POWELL
Betty HUTTON

— In —

"Happy
Go Lucky"

Tuesday & Wednesday—

Ann MILLER
Wm. WRIGHT

— In —

"Reveilee
With Beverly"

Thursday Only—

"THE
HIDDEN
HAND"

West Asheville News April 30, 1943

AUGUST 1, 1945

THEATER FIRM TO ERECT NEW $300,000 UNIT

Building To Be Constructed On Parking Lot Opposite Flatiron Building.

DESIGNED TO SEAT 1,500

Carl R. Bamford Of Publix-Bamford Announces Plans For Structure.

Construction will be started soon on a new theater, store and office building on the parking lot opposite the Flatiron building on Battery Park avenue, it was announced today by Carl R. Bamford of Pubtoday by Carl R. Bamford; president of Publix-Bamford Theaters, Inc., here. The building and equipment is estimated to cost $300,000 and work will be started as soon as materials are available.

The new theater will be the largest in this section and will exceed the seating capacity of the largest theater here by 300. Other theaters and their capacities here, all operated by the Publix-Bamford company, are the Plaza, 1,200; the Imperial, 1,000; the Paramount, 750; the Isis, 550; the State, 400; and the Palace, 300. The Palace and Isis are in West Asheville. The PB company also operates the Colonial and Strand theaters in Canton.

Theater capacity, Asheville theaters.
Asheville Citizen-Times August 1, 1945

Bruce Emory Research

COMING

ATTRACTIONS

TODAY and SATURDAY

Boris KARLOFF
Ellen DREW
— IN —
"ISLE OF THE DEAD"

Sunday - Monday

Betty HUTTON
Bary FITZGERALD
— IN —
"THE STORK CLUB"

Tuesday - Wednesday

William EYTHE
Lloyd NOLAN
— IN —
"HOUSE ON 92nd ST."

Thursday

Jinx FALKENBURG
Jim BANNON
— IN —
"THE GAY SENORITA"

CONTINUOUS SHOWING
SATURDAYS
FROM 1:00 P.M. to 11:00 P.M.

SUNDAY MATINEES
AT 2:00 AND 4:00

OPEN SHOW SUNDAY NIGHT

Doors Open 6:45 P. M.
Cont. Sat. 1 to 11 P. M.

West Asheville News March 15, 1946

Bruce Emory
Research

THE WEST ASHEVILLE NEWS

If your name appears on this page call at The News office not later than next Tuesday, 5 p. m. and you will be given a free ticket to the Isis Theatre.

West Asheville News July 11, 1947

Found on Cinema Treasures website, http://www.cinematreasures.org, 3/11/2014
Photo contributed by Mark Huffstetter. "Rachel and the Stranger" was released in 1948.

ISIS THEATRE

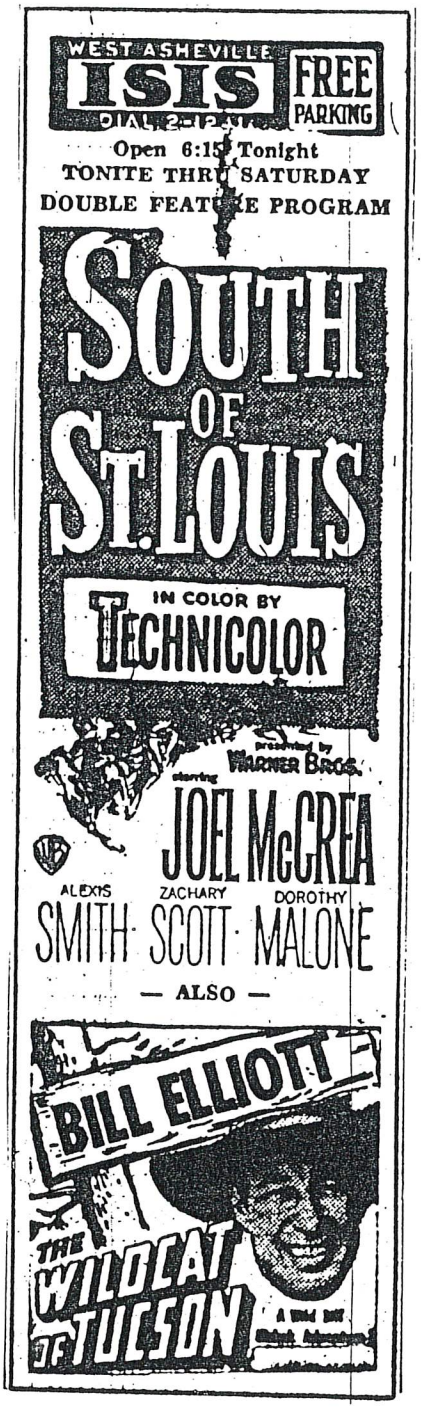
West Asheville

THE BEST PICTURES

AT

POPULAR PRICES

1949 Standard Railway Employees Seniority List



Asheville Citizen August 7, 1952

Asheville Citizen-Times
November 26, 1957

W. Asheville's Only Theater Is Shut Down

Permanent closing of the Isis Theater on Haywood Road, only movie house in West Asheville was announced yesterday by Frank LaBar Jr., district manager of Publix Bamford Theaters.

LaBar declined to make any statement on reasons for closing the Isis beyond saying that there are no plans for reopening the theater.

Publix Bamford also operates the Imperial and Paramount movie theaters here. LaBar said operation of the two remaining theaters will be continued.

Bruce Emory
Research

Theater Was 'A Little Gaudy, But Quite Nice'

By SUSAN GAMBRELL
Staff Writer So. Neigh 9-21-88

It was considered "modernistic" — a wonder in its time. It had air-conditioning and a furnace equipped with an automatic stoker. And the bathrooms, well, they were "modern in every respect," according to management of the old Isis Theater on Haywood road in West Asheville.

"A little gaudy, but quite nice," is how Roy Gibbs described the old Isis Theater at 745 Haywood Road, which is now the site of the Daisy Queen.

Gibbs managed the Isis when the 800-seat motion picture theater first opened its doors at 2:45 p.m. Dec. 27, 1937. Its first motion picture was "Varsity Show," starring Dick Powell and Fred Waring and his Pennsylvanians.

Most memorable to people today is the theater building's grand marquee, still erect but coming down soon. The theater kept the 27-foot marquee brilliantly lighted, according to the late Carl R. Bamford, organizer and president of Publix-Bamford Theaters Inc.

Within a couple of weeks, that marquee will be as much a part of history as the theater itself, which closed in November 1957. It was the only theater in West Asheville.

Some people attribute its closing to parking problems. Others say the grand cinema just didn't get enough business.

"We're planning to put up a 38-foot awning with a 5-foot overhang," said Parnell Carter, owner of the Model Barber Shop next door and co-owner of the building which has housed the Daisy Queen for the past 10 years.

"Everybody's talking about why we're taking it down," Carter said. "It's rotting. We're going too have to take it down or spend money to repair it. We decided to make it look like a business building instead of an old theater building.

"It's been hanging there 50 years, so I guess a lot of people will talk about it," Carter said. "It should be an improvement."

The 75 parking spaces behind the Daisy Queen provide free parking for West Asheville customers, Carter said. In 1964, he and other business people got together and bought the building.

"A whole group of us got together and chipped in and bought it in order to keep free parking in West Asheville," Carter said.

Luke Atkinson, owner of Atkinson Furniture Company down the street, said he'll miss the marquee which now flashes "Daisy Queen" in tattered lettering.

"That old marquee's been up there so long some people are attached to it," Atkinson said. He remembers the Isis as a pretty fancy place to go on a Saturday. It was a place to "pass away the time," he said.

"Gosh, it's been so doggone long ago, I just forgot all about it," he said.

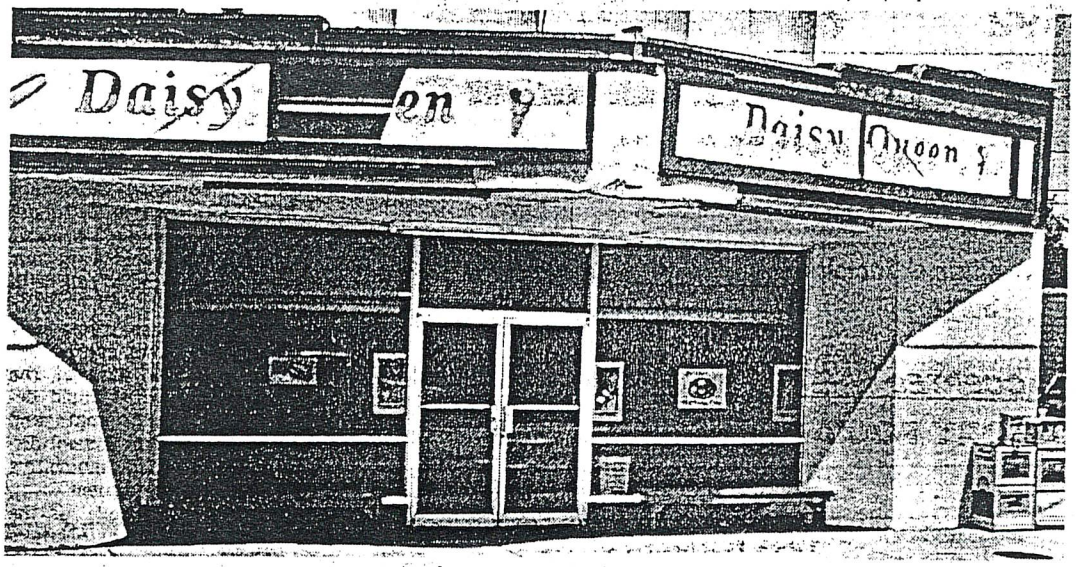
The Isis cost $75,000 to build and was modern for its time. It featured a lobby section extending 100 feet to the auditorium, which was 175 feet deep and 89 feet wide.

The theater had microphonic sound equipment and lounges for both men and women. The lobby featured a decorative tile floor.

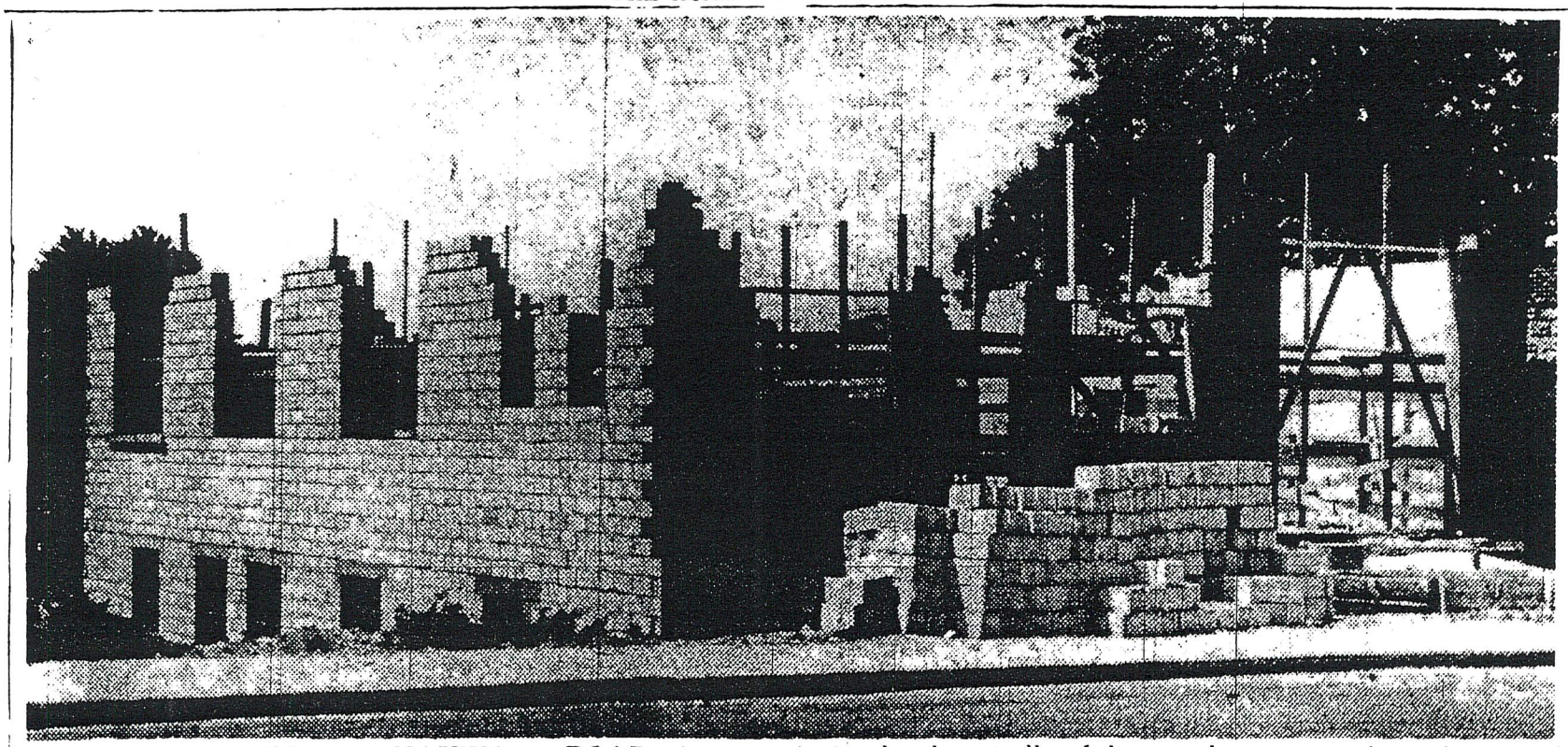
"It was pretty then," Carter said. "There was a booth out front, velvet down the sides and across the stage. It was an old-timey theater."

Gibbs, who was the Isis's first manager and also managed the Plaza Theater for 25 years, remembers it as a "nice little theater" but "It didn't do so well businesswise."

The crumbling marquee, like a fading movie queen, is the last visible reminder of the once-grand Isis Theater.



OLD THEATER — The marquee of the former Isis Theater, a once-grand cinema built in 1937. It will be replaced with a white awning. Daisy Queen on Haywood Road hangs from the



CONSTRUCTION ON HAYWOOD ROAD—This is the new home of Israel Motor company being erected at 506 Haywood road by Dover Construction company. Work has been in progress 40 days and is expected to reach completion by the middle of the month, at an estimated cost of $15,000. The two-story structure is of steel, brick and concrete block and covers 40 by 60 feet. The firm is now situated at 290 Haywood road.

Asheville Times August 1, 1947

Jack Davis Motors

We Finance Our Own
PHONE 2-3251
1360 Patton Ave.
ASHEVILLE, N. C.

New and Used Cars
JACK DAVIS, Owner
G. V. ALLEN, Manager

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954

Jack's Cafe

DIAL 2-4521

495 HAYWOOD RD. WEST ASHEVILLE

1949 Standard Railway Employees Seniority List

JACK'S

Radio, Television, Refrigeration

WHOLESALE and RETAIL

HALICRAFTER TELEVISION

Murray STEEL KITCHENS

495 HAYWOOD RD (WA)

APPLIANCES

GENERAL ELECTRIC

Westinghouse

Copper Tubing-Brass Fittings

DIAL 9-447

495½ Haywood Rd. W. Asheville, N. C.

JACK'S RADIO AND
REFRIGERATION CO.

Television and Electric Appliances

Dial 9447

From *"The Emmatonian"*, Emma High School annual, 1954

Big Savings On New DuMonts And Emersons At Jack's TV

Jack Couch, owner-manager of Jack's TV and Appliance Co., 495 Haywood Road, West Asheville reports sales of new Emerson and DuMont TV's were exceptionally high during past month. He attributes this to the thirty to forty dollars advance in price to be made soon on all television sets when the new ruling goes into effect requiring sets to have UHF.

JACK COUCH

At present Jack's TV has a good selection of brand new Emerson and DuMont Portables, Consoles and Hi-Fi-Radio-TV combinations in stock but reports that all his next shipments of TVs will probably be priced $30 to $40 higher. The firm also has Emerson and DuMont Stereos and radios of outstanding quality and priced to suit your budget.

Another specialty of Jack's TV is Channel Master radios and antennas. They sell, service and install car radios and television antennas. If you are not now receiving CBS Channel 7, since the channel's recent improvement, Jack's TV will install for you a Channel 7 Channel Master antenna on your present antenna post, for $19.95. They have lightning arresters priced from 98c. Jack Couch says, "Many television owners could save themselves a large repair bill from damage to their TV sets caused by lightning with the installation of these lightning arresters."

Convenient terms are available at Jack's TV on any television set, Hi-Fi or radio you select, or you may purchase it through your 1st Union Charge Plan. Exceptionally good trade-in allowances are given you at Jack's TV and Appliance Co.

Jack's TV and Appliance Co. has Norge electric ranges, washers, and dryers. The firm also sells electric water heaters and vacuum cleaners. Hours at Jack's TV are from 9 a.m. to 6 p.m. Monday through Saturday. Their phone is AL 2-6182.

Asheville Citizen June 14, 1964

Emerson

BIG 19 INCH
LIGHTWEIGHT PORTABLE

*Big Picture 19-inch Aluminized picture tube with bonded scratch-proof glass safety lens.
*Illuminized channel indicator
*Top-front projected FM Sound
*Up-front tuning
*True-Slim molded cabinet in decorator colors.
19-inch — 172 sq. in. viewable area.

Jack Couch
Owner & Manager

$129.95 Exch.
With Personal Listening Jack

NO DOWN PAYMENT

DIAL AL 2-6182
For Expert TV Service
MEMBER 1ST UNION CHARGE PLAN

JACK'S TV AND APPLIANCE INC.
495 Haywood Road

Asheville Citizen June 14, 1964

Asheville Citizen October 2002

JARRETT'S

Flowercenter — Greenhouses

Flowers-by-Wire

"Check our Prices First"

320 Patton Ave. 3-8135

1720 Haywood Rd. (WA) Tels. 3-8726

Asheville City Directory 1953

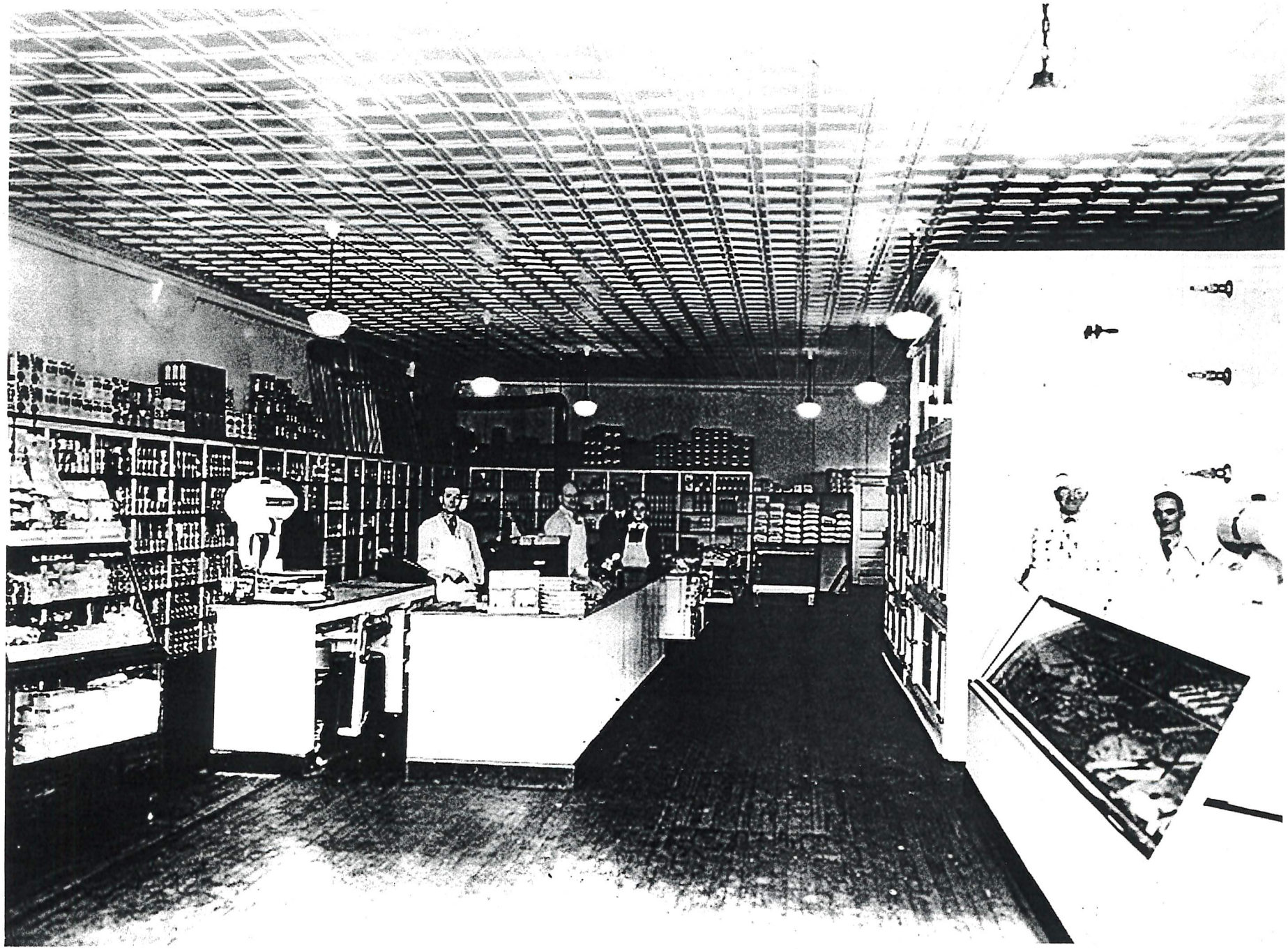
COMPLIMENTS OF

Jarrett's Flower Center & Greenhouses

PHONES 3-8135 & 3-8726

320 Patton Ave.

1820 Haywood Road



Interior, Jax Pax Store

THE WEST ASHEVILLE NEWS

G. R. LACKEY BUYS JAX-PAX STORES FROM EBBS BROTHERS

G. R. Lackey, of Sylva, has purchased the group of six Jax-Pax stores in Asheville from Cauley J. and Plato Ebbs, it was announced Wednesday. Mr. Lackey, who has been county farm agent in Jackson county for twelve years, took charge of the stores this week. The new owner, who will make his home on Westwood Place, West Asheville, said that the Jax-Pax stores will continue to operate under the same policies as in the past, and that managers and other help would not be changed. The two Jax-Pax stores in West Asheville, 401 and 703 Haywood road, were involved in the sale.

Mr. Lackey has been engaged in merchandising for a number of years, operating a retail dry goods at Taylorsville and another at Granite Falls.

The Jax-Pax stores have been under management of the Ebbs brothers for the past 17 years. The grocery chain was organized by Packer Smith. The Cody Realty Company negotiated the deal by which the Jax-Pax stores were transferred to Mr. Lackey.

No business plans for the future have been completed by the Ebbs brothers, who January 1 sold their wholesale grocery department to the Thomas and Howard Company, of Greenville, S. C.

The West Asheville News February 2, 1945

WE — — the Retailers and Consumers of America — are in the very front lines of the greatest battle on the home front . . . the fight against inflation.

This week, patriotic women throughout Western Carolina will be working in the interest of our government's "Home Front Pledge Campaign," the idea being to make us all more price conscious, to rally our fullest support behind the government's anti-inflation regulations — however difficult, trying and confusing they may have proved to be.

The Jax-Pax organization is definitely and wholeheartedly committed to this price-program and we ask your enthusiastic cooperation in making it a real and lasting success—to the end that final victory in the war can be achieved without weakening our business structure and threatening the peace that follows victory.

If we win this battle, as we must, the others that follow will be just tha much easier and earlier.

JAX-PAX

HOME OWNED

Asheville Times August 31, 1943

JAX - PAX

HOME OWNED

COMPLETE FOOD SERVICE

Plaza, Biltmore
179 Charlotte Street
401 Haywood Road
129 Patton Avenue
573 Fairview Road
773 Haywood Road

1949 Standard Railway Employees Seniority List

West Asheville News January 26, 1943

FRIDAY, SATURDAY & SUNDAY

Grand Opening

PRIZES • GIFTS
WEEK-END SPECIALS

*free gifts to the 1st 100 Customers on Friday!

Register for these PRIZES!

Black & Decker 12-Inch
WEED TRIMMER
SUGGESTED RETAIL $91.35

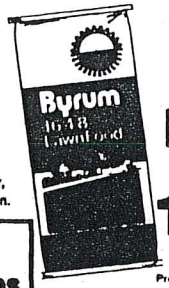
•

40-Lb. BAG (16-4-8)
Byrum LAWN FOOD
Regularly $17.95

•

STA-GREEN
Nursery Special Plant Food
Azalea & Rhododendron Food
No Purchase necessary to Register,
You do not have to be present to win.

JESSE ISRAEL & SONS
Garden Center
Always has TRAINED, Knowledgable
Sales people to help you!



SAVE $5.00 On
BYRUM
Lawn Food
REG. $17.95
12.95
50-Lb. Bag
Covers 10,000 SQ FT
Provides fast greening, long feeding

COMPLETE
Lawn & Garden CENTER
- Lawn & Garden Fertilizers
- Bedding Plants
- Shrubs & Trees
- Vegetable Plants
- Hand & Garden Tools
- Native Plants
- Bark Mulch
- Pesticides
- Flower & Vegetable Seed
- Foliage Plants

AND MUCH, MUCH MORE

ALL IN-STOCK
Trees & Shrubs
10% off
This Week-End Only!

ALL OUR NURSERY STOCK IS
WINTER HARDY
IT'S GROWN IN OUR AREA AND SUITED TO OUR CLIMATE

ALL AMES*
Garden Tools
10% off
AMES
THIS WEEK-END ONLY!

LOCALLY GROWN

10-IN.

Hanging Baskets
REG. $6.95 **4.59**
Choose from Petunias, Impatiens, and assorted baskets.

BLOOMING - IN 4-IN. Pots
POTTED PLANTS
REG. $1.75
Choose from Dahlias, Impatiens or Begonias.
1.25 EA.

HYBRID
RHODODENDRONS
15 to 18-In Reg. $16.00 **11.95**
Reg. $22.00 30 to 36-In. **18.95**

JESSE ISRAEL & SONS
GARDEN CENTER
AT THE WNC FARMERS MARKET - OFF BREVARD ROAD
OPEN Mon. to Thurs. 8 to 8; Fri. & Sat. 8 to 9; Sunday 10 to 6
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One of Our Representatives And
Realize a Remarkable
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Mrs. J. Daniels
BEAUTYREST MATTRESSES
HOME-COOKED MEALS OPTIONAL
Highway 19-23
922 Haywood Road
Telephone 2628-W West Asheville, N. C.

Blue Ridge Parkway Guide 1941

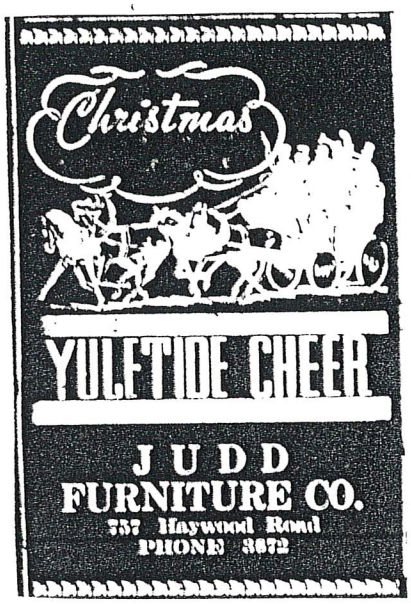
1158 Haywood Road . On Smoky Mountains Highway

Beautyrest mattresses. On bus line. Convenient to excellent meals. Locked garage. Wonderful views. Five minutes from city. Approved Grade "A" Guest House. Rates $1.00 per day.

MRS. C. C. GUNNIN

Ph. 3287-W. West Asheville, N. C.

Asheville Citizen December 12, 1937



West Asheville News December 25, 1942

O. J. JUDD D. S. JUDD

JUDD FURNITURE & SUPPLY CO.

WE SPECIALIZE IN LINOLEUM
AND FELT-BASE FLOOR COVERINGS
UNIVERSAL APPLIANCES ★ BUILDERS HARDWARE
ACME QUALITY PAINTS — STOVES — RANGES
MINNESOTA PAINTS

757 Haywood Rd. **West Asheville** **Phone 3-1371**

Asheville City Directory 1953

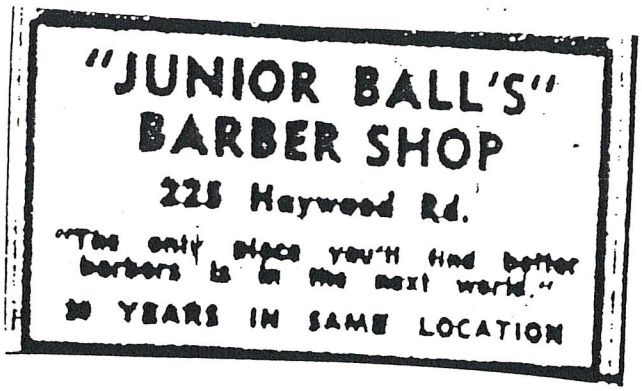
Judd Furniture and
Supply Co.

ACME & Minnesota Paints

757 Haywood Road

DIAL 3-1371

Malvern Hills Water Pageant & Beauty Pageant
August 8-9, 1954 Program



Asheville Citizen October 13, 1960

Asheville Citizen December 12, 1937

West Asheville News December 22, 1944

Keith's

QUALITY FLOWER SHOP

FLOWERS FOR ALL OCCASIONS

- CORSAGES
- WEDDINGS
- FLORAL DESIGNS
- CUT FLOWERS

Flowers By Wire

CALL DAY OR NIGHT

"For Quality, Price and Service"

Call **2509**

628 HAYWOOD RD., W. ASHEVILLE

(F-74)

Asheville City Directory, 1947

KEITH'S QUALITY FLOWER SHOP
FUNERAL DESIGNS — WEDDING BOUQUETS
Dial 3-3061 *24 Hour Service* 628 Haywood Rd.
We Sell Only the Best Quality.
32 Years Serving the Floral Trade.

1949 Standard Railway Employees Seniority List

CAFE OPENS IN W. ASHEVILLE

Kel's Now Serving Public With Quality Food

West Asheville has a new place to eat known as Kel's Cafe and it is located at 733 Haywood Road directly across from Bilbro's Drug Store.

Kel's Cafe will make many friends in West Asheville by the quality food that they are serving the public. Buying only the very best food that is obtainable at the markets, plus an unusually good cook, they should do well.

B. L. Kelly well known in West Asheville is head of the cafe and promises every one the best of food and service. They will cater particularly to the men and women of West Asheville with a plate luncheon and chicken dinner each to be priced at twenty-five cents.

When in the neighborhood, get in the habit of stopping in at Kel's for a sandwich or a full meal. You will enjoy the food and service and they will be glad of the opportunity of serving you

KEL'S CAFE

733 Haywood Road

(Across from Bilbro's Drug Store)

Plate Lunch — 25c

Special Chicken Dinners — 25c

Asheville Citizen April 23, 1934

FOOD SERVED AT KEL'S CAFE IS EXCELLENT

Numbers of West Asheville people are daily going to Kel's Cafe at Haywood Road and Brownwood Avenue for the many good things served during the lunch and dinner period.

Kel's Cafe takes pride in all the food served at the cafe and everything is under the direct supervision of the owner. Each Sunday they specialize in chicken dinners and during the summer months when it is too hot to be cooking at home, this is the ideal place for the family to dine.

All the popular brands of ice-cold beer are always on hand and they offer a quick and courteous curb service that is second to none.

Any time you are on Haywood Road, stop in at Kel's and try the food. They have many Asheville people for regular customers.

Asheville Citizen July 23, 1934

Judd Furniture and Supply, 757 Haywood Rd.

Ewart M. Ball Photographic Collection
N3254
Judd Furniture Co., 8/50

KEITH'S

has a popular assortment of flowers for every occasion.

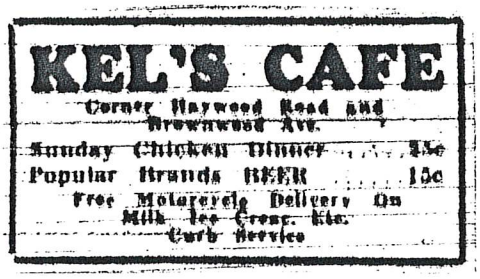
WEST ASHEVILLE'S
LEADING FLORIST

Celebrate Easter in the good, old fashioned way —send flowers!

CORSAGES
(all kinds-
$3.50 and up
EASTER LILIES

KEITH'S
FLOWER SHOP
628 Haywood Road
PHONE 9334

West Asheville News April 5, 1946



Asheville Citizen 1934

The Kentucky Dining Room

446 Haywood Road

"A Nice Place to Rest With Good Things to Eat"

A Visit to West Asheville's New Dining Room Will

Convince You That We Have
GOOD FOOD

J. R. HOSKINS, Manager

Building or Remodeling?

Call us for an estimate on your plumbing or heating requirements before you make your final decision.

KISER

PLUMBING CO.

598 Haywood Rd.

Dial 3-8931 — Nites 3-8378

Asheville Citizen March 15, 1946

KISER PLUMBING Company Inc.

CONTRACTOR

PLUMBING HEATING

HOTPOINT

WaterHeaters, Garbage Disposals, Dishwashers

STEEL HEATING BOILERS
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WAUKEGAN, ILL. BRISTOL, PA.
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"Standard" PLUMBING FIXTURES

598 HAYWOOD Rd. DIAL 3-8931

KISER PLUMBING CO., INC.

PLUMBING

Sales and Service

HEATING

Emergency Repairs

CALL FOR FREE ESTIMATES

598 HAYWOOD RD. TELS.: DAY 3-8931—NIGHT 3-5231

Asheville City Directory 1951

PHONE: 254-2511 AFTER 5 P.M.- 253-3321

Knollman-Pinner Florist

FOR EVERY OCCASION

CUT FLOWERS • POTTED PLANTS • FUNERAL WREATHS
ALL TYPES ARRANGEMENTS AND WEDDINGS

ANNE & CARL BALDASARO
697-C HAYWOOD RD. WEST ASHEVILLE, N.C. 28806

* * *

Knollman's Florist Under New Owner

Knollman's Florist, 452 Haywood Rd., is now under the ownership of Mrs. Myrtle Pinner and will be operated as Knollman-Pinner Florist.

Mrs. Pinner said there will be no immediate change in the operation of the shop, which has the largest supply of artificial arrangements, of any floral shop in Western North Carolina.

Arrangements are designed and made at the shop by Viola Knollman who has owned and operated the business for 20 years and will continue to be associated with Mrs. Pinner.

* * *

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ALL WORK BY EXPERIENCED ELECTRICIANS

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29 VANCE CRESCENT, W. ASHEVILLE

(E-47)

Asheville City Directory, 1947

LUANN LAUBSCHER/CITIZEN-TIMES

Leonard Kaminski enjoys his weekly Krispy Kreme treat – a filled doughnut and coffee.

Krispy Kreme plans sweet deal

Company hopes stock offering, new stores lead to more success

By Luann Laubscher
STAFF WRITER

ASHEVILLE – Krispy Kreme doughnuts have been a well-kept Southern secret since 1937.

A few years ago, makers of the glazed delights started sharing the secret by building 130 stores in 17 states, including New York, St. Louis, Omaha, Neb., Las Vegas and California.

Continuing to spread the wealth, the Winston-Salem company announced last week it is considering an underwritten initial public offering of shares of its common stock.

Company officials said they plan to file registration papers for the possible public offering during the fourth quarter of this year and to complete the offering in early 2000.

The McAleer family owns 50 percent of the company. The local franchise is owned by Sam Moore and operated by his son, Robert.

Last year Krispy Kreme announced it wanted to build 400 stores in five years. However, Asheville will be unaffected by the expansion.

"At this time there are no plans to build another Krispy Kreme in Asheville," said Marcie Snell, assistant manager in Asheville. "We are still remodeling the store on Patton Avenue and plan to upgrade the machinery, which is over 20 years old."

Leonard Kaminski of Leicester enjoyed a lemon-filled doughnut with his coffee Tuesday – a weekly treat, he said.

"I've been coming here the last couple of years. I usually come once a week," Kaminski said. "I've been eating Krispy Kreme doughnuts for a long time."

The Krispy Kreme located on Tunnel Road near Asheville Mall was demolished a few years ago to make way for an intersection.

The Patton Avenue doughnut shop, which opened April 29, 1979, is the only one left in Asheville.

Snell said the Asheville shop is the only Krispy Kreme in Western North Carolina. It produces 57,600 doughnuts a day and supplies most local grocery stores and 22 convenience stores. The doughnuts are delivered from Banner Elk to parts of Georgia, she said.

The company started putting doughnuts in convenience stores about nine months ago. Snell said it has been a successful selling technique and a good way to expand the local business.

The true believer can also buy Krispy Kreme T-shirts, mugs and whole bean coffee.

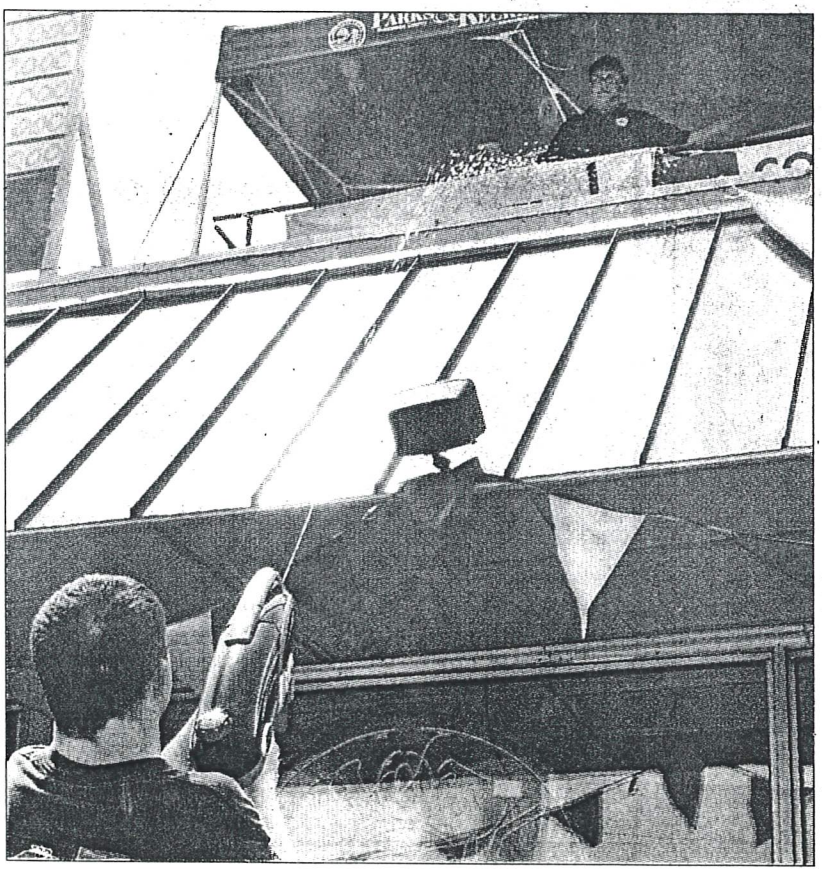
Since 1987, Krispy Kreme's annual sales have nearly doubled from $114.2 million to $203.3 million.

(The Associated Press contributed to this report.)

Call Staff Writer Luann Laubscher at 232-5928 or e-mail at LLaubscher@CITIZEN-TIMES.com

Asheville Citizen 1999

Cops atop doughnut shop for a good cause



Photos by Lauren Abe/
STAFF PHOTOGRAPHER

ABOVE: Asheville Police Officer Marty Wilson and McGruff the Crime Dog get a bird's eye view of Patton Avenue in West Asheville from the roof of the Krispy Kreme doughnut shop. City officers will be on the roof through Sunday, in a bid to raise money for the Law Enforcement Torch Run for the Special Olympics. As police eat, sleep and play on the rooftop, they will collect donations from customers. The officers hope to raise $10,000 during the event. LEFT: Brian Dunn (below), a Special Olympics athlete, uses a water gun to try to cool Wilson down Friday.

Asheville Citizen-Times July 2, 2005

Hola, La Hacienda

While saying goodbye to Dolores and Jose was hard, saying hello to La Hacienda is a tasty treat.

DINING OUT

By Susan Parke
CITIZEN-TIMES CORRESPONDENT

ASHEVILLE — When Dolores and Jose gave up their place on Haywood Road after 20 years of homey Mexican food, many diners felt bereft. The place had become an institution and those are always hard to lose.

However, no need for despair. I just checked out the new restaurant, La Hacienda, and it is excellent. It is owned by two couples — Carlos and Nancy Padilla and Alberto and Alejandra Padilla. The Padilla brothers hail from Mexico City. The family and the servers are friendly and welcoming, as are the two cooks: Jose Alvarado from Baja, Calif., and Teresa Vidal Arroyo from Puebla, Mexico. And the food they are sending out of their kitchen is pretty good.

Once again, I took my guests the Brits with me for their first taste of Mexican fare. They loved it. We started out with the traditional chips and salsa, plus a side of the extra-hot sauce. Both were fresh and very tasty. Those of us that were old enough (it's been years since anyone asked me for my ID) had a Pacifico cerveza (beer) with a slice of lime.

The menu is significantly larger now and the choices are varied. There is a children's menu and a vegetarian one as well. We picked a number of dishes so that we could try out lots of tastes. Between us we ordered the Alambre Especial la Hacienda (grilled steak and seasoned pork with sautéed onions, bell pepper, topped with melted Monterey jack cheese); Enchilados Rancheros (cheese enchiladas with special sauce); Chicken Fajitas (broiled, marinated chicken with sautéed squash, zucchini, onions, bell peppers); and Chicken with Mole Sauce and Enchiladas Poblanas (chicken enchiladas served with mole sauce, onions and cheese). Everything was accompanied by rice and refried beans, and most menu items had lettuce, tomato and guacamole as well.

Word has it that the tamales and the chiles rellenos (both homemade) are terrific. I tried to get side orders of both of these, but unfortunately on this occasion, they were out of both items. They told me, in fact, to call a day before if I wanted one of these menu choices because they take at least a day to prepare. Rather than using canned chiles for the rellenos, Teresa Vidal roasts and peels the peppers individually, stuffs them, batters and fries them and then bakes them in a special sauce. I'm definitely doing back for these.

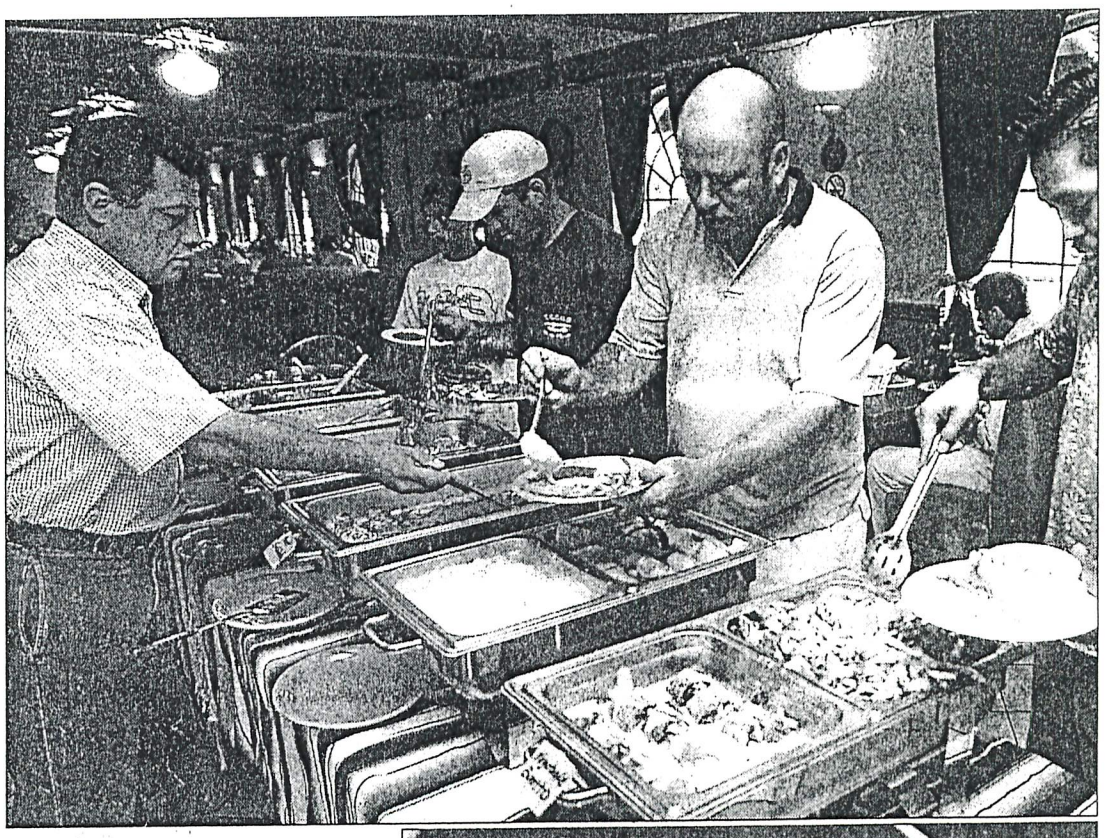
The Alambre and the fajitas were both big hits. The accompanying rice was moist, the refried beans were creamy and delicious, and the guacamole was wonderful. The only thing that didn't go over well with anyone except me was the mole sauce. I'll have to admit that a good mole (pronounced molay) sauce is an acquired taste. Most moles contain more than 20 ingredients and this one was no exception — it was rich, containing unsweetened chocolate, ground almonds, ground peanuts and a number of different chiles, just to mention a few of the components. I found it to be delectable. The only shortcoming to my chicken dish was that it was not served with lettuce, tomato and guacamole. The lightness and crisp texture of these additions would be a good accompaniment to the richness of the sauce.

All in all, our meal was outstanding. I took all the leftovers home to the Faithful Companion who chowed down for dinner and enjoyed everything thoroughly. One of the best parts of the lunch was the excellent service provided by Juan, who helped us with our Spanish (such as it is), and was endlessly helpful concerning the different sauces and seasonings. He even brought out samples of other sauces so that we could try them out.

La Hacienda has a lunch buffet on Fridays and Saturdays from 11 a.m. until 2 p.m., which readers have told me is great. Good reviews have also come in about their Mexican breakfasts.

They have live music, in Spanish, from 7 until 10 p.m. Fridays and Saturdays.

This is a terrific addition to the Haywood Road area as well as to the Asheville restaurant scene. It is sad to say farewell to Dolores and Jose, but very pleasant to say "Hola" to La Hacienda.



John Fletcher photos/
STAFF PHOTOGRAPHER

Patrons line up for the lunch buffet Friday at La Hacienda in West Asheville. The lunch buffet is served Fridays and Saturdays only.

At right, vegetable burritos are just part of the lunch buffet selection at La Hacienda.

La Hacienda

WHERE: 521 Haywood Road
PHONE: 253-3557
SMOKING/DRINKING: Smoking section/beer available
HANDICAPPED ACCESSIBLE: Yes
PAYING FOR IT: Accepts Visa and Mastercard
PRICE RANGE: $1.50 to $8.95
VEGETARIAN: Yes
HOURS: 10 a.m. to 9 p.m. Monday through Saturday

LAVONNE"S DRIVE_In, 755 Haywood Rd., 1951-58.

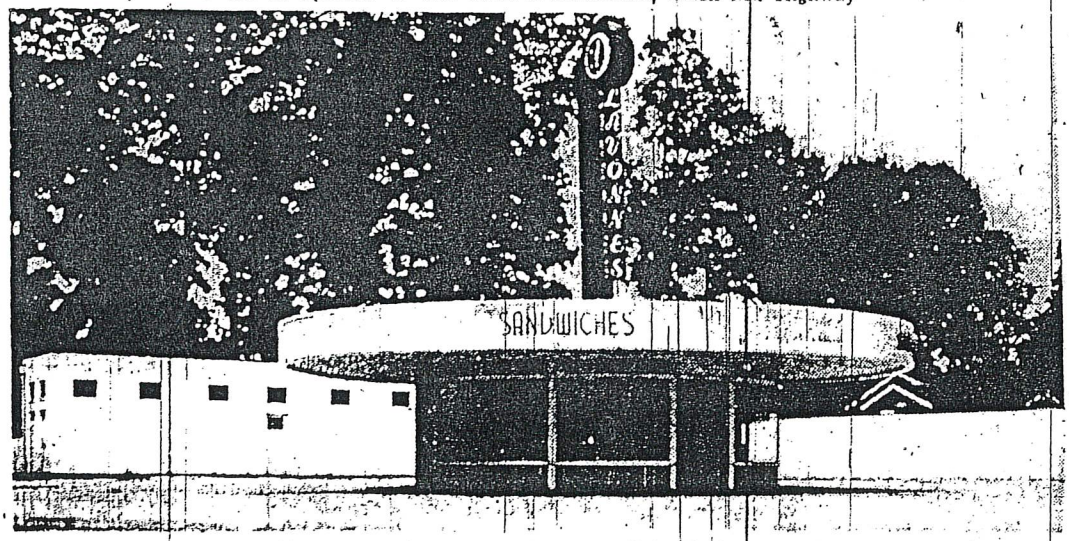
GRAND OPENING TUESDAY, 4 P. M.

Of Western Carolina's Most Beautifully Designed

LAVONNE'S DRIVE-IN

959 Haywood Road — West Asheville

Under The Direct Supervision of J. O. Buchanan
Owner & Operator of The Drive-In Restaurant, Black Mt. Highway



Pictured above is Lavonne's Drive-In, supplied with the most modern and up-to-date Kitchen equipment and Soda Fountain Dairy Bar. Four rest rooms are located in rear. Neon lighting effects give a beautiful night picture of the extravagantly designed Drive-In.

Policy

OPEN DAILY
11 A. M.
to 12 Midnight

The ultimate in courteous efficient
CURB SERVICE

Featuring

CHICKEN IN BASKET
FRIED SHRIMP IN BASKET
TASTY SANDWICHES
In all the popular combinations

Attractive Curbettes To Serve You

NO BEER NOR WINE SERVED HERE!

SODA FOUNTAIN SERVICE

With 14 Stools around Circular Dairy Bar.
Featuring
Skyland Dairy Ice Cream
Expertly presented
in all your choice selections

GRAND

OPENING
TUESDAY, 4 P. M.

Of Western Carolina's Most Beautifully Designed

LAVONNE'S DRIVE-IN

959 Haywood Road — West Asheville

Policy
OPEN
DAILY
11 A. M.
to 12 Midnight
The ultimate in courteous efficient
CURB
SERVICE

NOW OPEN

Featuring
- CHICKEN IN BASKET
- FRIED SHRIMP IN BASKET
- TASTY SANDWICHES
  In all the Popular combinations
- FOUNTAIN DAIRY BAR

NO BEER NOR WINE SERVED HERE!

SODA
FOUNTAIN
SERVICE
With 14 Stools around
Circular Dairy Bar.
Featuring
Skyland Dairy Ice Cream
Expertly presented
in all your choice
selections

Asheville Citizen September 6, 1951

"The Biggest Little Store in Asheville"

LAWRENCE GROCERY & QUICK LUNCH

Open Till Midnight

GROCERIES, FRUITS, VEGETABLES, ETC.

Delivery Service

Curb Service

237 Haywood Road

Phone 2961

LAWRENCE GROCERY

J. L. LAWRENCE, Owner

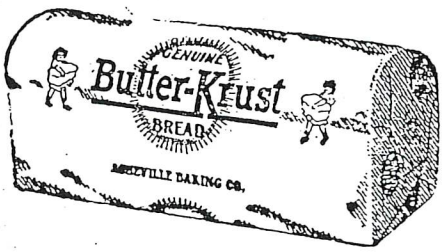
Groceries and Fresh Meats

FREE DELIVERY

PHONE 2961 219 HAYWOOD ROAD

GROCERIES
MEATS
FRUITS
VEGETABLES

And A Full Line Of
BUTTER-KRUST
Sundae Cakes
and
Breads



J. L. LAWRENCE

124 Logan Ave. Phone 2961
WE DELIVER

GROCERIES
MEATS
FRUITS
VEGETABLES

And A Full Line Of
BUTTER-KRUST
Sundae Cakes

and

Breads

J. L. LAWRENCE

124 Logan Ave. Phone 2961
WE DELIVER

Asheville Citizen December 12, 1937

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C., TUESDAY, SEPTEMBER 13, 1938

J. L. LAWRENCE REMODELS AND ENLARGES STORE

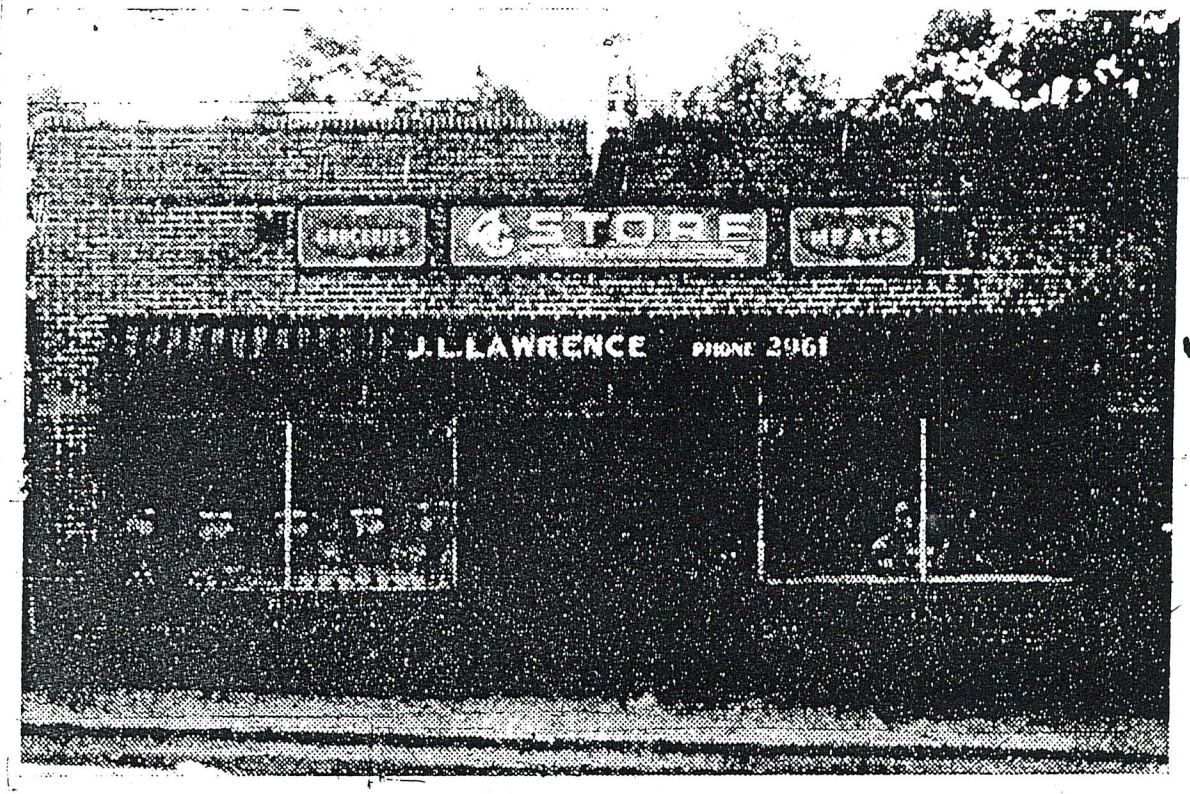
Tonight the J. L. Lawrence Grocery will celebrate the formal opening of their newly remodeled and enlarged store at 219 Haywood road. The public is invited to attend from seven to ten o'clock.

J. L. Lawrence, owner and manager of the J. L. Lawrence Grocery, started in business at his present location in July 1928, in a much smaller building. In the past ten years Mr. Lawrence has increased his business to many times what it originally was, and made his remodeling and enlarging necessary to take care of his increasing business.

His store is now one of the most up to date and modern groceries in Asheville, with all modern equipment. He carries a complete stock of staple and fancy groceries, fruits, vegetables and finest quality meats. He employs four people beside himself in his business and operates a truck delivery service for the convenience of his customers.

J. L. Lawrence Grocery is a member of the A-G Stores and Mr. Lawrence is an official of this organization in Asheville. A-G Stores are locally owned and operated.

New Store Opens On Haywood Road



This handsome new store building houses the enlarged J. L. Lawrence grocery. A formal opening Tuesday night, with the public invited, is planned by Mr. Lawrence, owner and manager.

J. L. Lawrence Grocery, 210 Haywood Rd., September, 1938.

Asheville Citizen September 13, 1938

NO TENDENCY TO HOARD, ACCORDING TO LAWRENCE

So far as his customers are concerned there is no tendency to hoard food items, according to John Lawrence, operator of J. L. Lawrence Grocery at 219 Haywood road, West Asheville. "Patrons seem to be buying what they need, and no more," Mr. Lawrence observed.

"If the consumers continue to use their head and buy wisely and patriotically, there will be enough to go around," Mr. Lawrence continued.

Despite the necessary restrictions on travel facilities, Lawrence's still maintain an efficient and prompt delivery service.

The store is a unit of the A-G system, a cooperative organization of independent merchants. Lawrence's phone number is 2961.

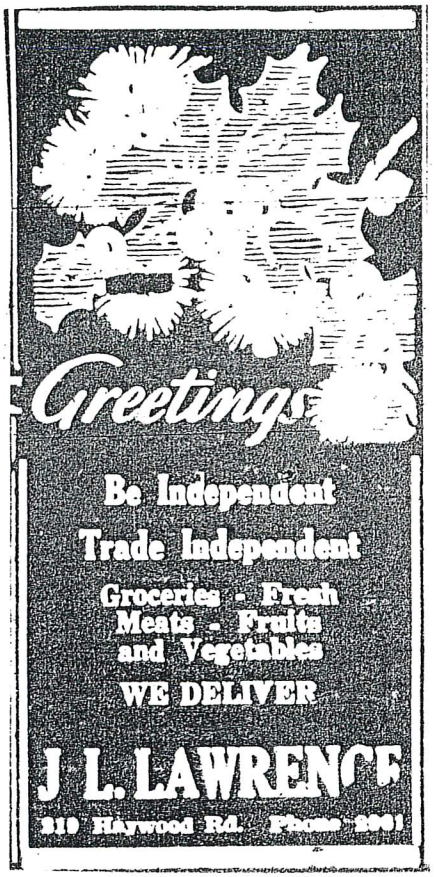
West Asheville News January 8, 1942

Ingredients . . .

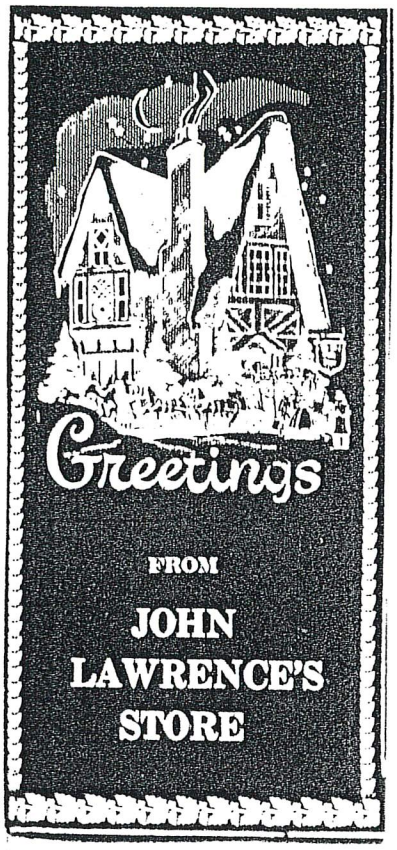
We have a complete line of Groceries, Meats, Vegetables and Fruits for your week end and Christmas feasts.

J. L. LAWRENCE

Phone 2961 219 Haywood Rd.



West Asheville News December 25, 1942



West Asheville News December 25, 1942

BE INDEPENDENT
TRADE INDEPENDENT
Groceries - Fresh
Meats - Fruits
and Vegetables
WE DELIVER
J. L. Lawrence
219 Haywood Rd. Phone 2961

West Asheville News March 15, 1946

WELCOME

First National Bank

TO

West Asheville

The convenience of having a branch bank in West Asheville after a lapse of six years cannot be over-estimated. Our warmest wishes to Charles W. Chapman, J. T. Chiott and the organization they represent.

J. L. LAWRENCE GROCERY

219 Haywood Road Telephone 2961

West Asheville News August 16, 1946

BE INDEPENDENT
TRADE INDEPENDENT
Groceries - Fresh
Meats - Fruits
and Vegetables
WE DELIVER

J. L. Lawrence

219 Haywood Rd. Phone 2961

West Asheville News July 11, 1947

LAWRENCE STORE

John L. Lawrence, who has been operating the AG Food store at 219 Haywood Road since July 12, 1928, sold the store to William Hood, also with many years in the grocery business, to open the Lawrence Realty which will be located next door to the store on Haywood Road.

Mr. Hood, who needs no introduction, took possession of the food store yesterday. He has made Asheville his home since the age of six months when his parents brought him here from Henderson, North Carolina, and received his preparatory education in the city schools.

He began his career in the grocery business at the age of 12, as part time job after school, as delivery boy with Jax Pax.

Upon graduating from school he accepted a position with the Dixie Home Stores, and 17 years later he resigned to go in with Giezentanner grocery and remained with this firm until he purchased his own AG Store at 219 Haywood Road.

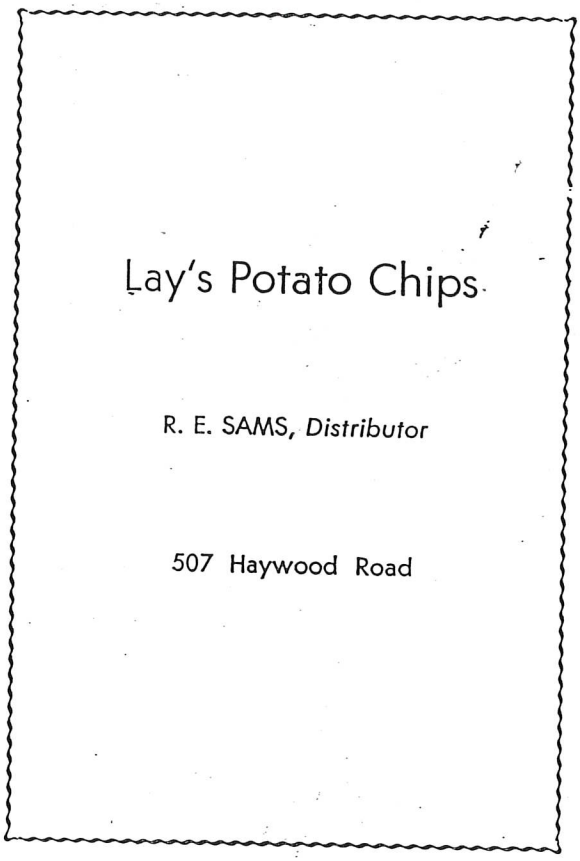
His wife, the former Miriam Candler, is also an Asheville girl. Mr. and Mrs. Hood have two children, John Gregory, 8 years of age, will be in the third grade at Newton this coming term. He likes swimming, stamp collecting, and has fup playing with his beautiful Beagle, Shorty. And Paula Jean age four, who likes to play with her dolls.

Mr. and Mrs. Hood are active members of the Christian Missionary Alliance Church. He teaches the Jr. high boys Sunday school class.

John L. Lawrence, now operating the Lawrence Realty at 223 Haywood Road, prior to his opening the above store July 12, 1928 with two crates of cantalopues and 11 watermelons, operated a store at the corner of Waynesville and Tremont in West Asheville from 1921 to 1925. He has also had experience in Real Estate business.

He has been a member of the Calvary Baptist Church since 1912, and teaches the Men's Bible Class now.

Date unknown — probably late 50s



From *"The Emmatonian"*, Emma High School annual, 1954

BAGWELL OPENS HAYWOOD ROAD EATING PLACE

New West Asheville Refreshment Center Will Have Formal Opening.

Leo's, an unique wayside restaurant and refreshment center, will hold its formal opening at 1043 Haywood road, West Asheville tomorrow and Sunday, Leo H. Bagwell, proprietor, announced.

The new restaurant is located in a grove of trees and sets back from the street far enough to allow plenty of parking space. Curb service to motorists will be a specialty, Mr. Bagwell said.

LEO H. BAGWELL

The dining room of Leo's is made from three of the street cars formerly used by the Carolina Power and Light company on the streets of Asheville. Kitchen and storage space have been built on the back.

The restaurant opened several days ago with an announcement that $15.00 in cash would be paid to the customer suggesting the best name for the new place. R. J. Shook, of Asheville, won the prize with the suggestion of Leo's.

Leo H. Bagwell, the proprietor, is well known in this section. For the past 10 years he was a member of the sales force of the Haverty Furniture company. Prior to joining Haverty's Mr. Bagwell was connected with several restaurants in the eastern part of the state. He also served as steward in several hotels in this state and Virginia.

The restaurant will maintain a complete menu service including all kinds of sandwiches, barbecue, soft drinks and beer.

Asheville Times July 31, 1937

LESLIE'S ESSO SERVICENTER
PHONE 4-9211
1080 HAYWOOD ROAD

Pick Up and Delivery
Motto-Sway Lubrication

Asheville Telephone Directory 1953

Leslie's Esso
Servicenter
WASHING - LUBRICATING
AND GREASING
1080 Haywood Road

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

TIRE REPAIRING AND RETREADING

LEWIS VULCANIZING CO.

MILLER GEARED TO THE ROAD TIRES

All Work Guaranteed

528 Haywood Road West Asheville, N. C.

From "The Skylander", West Asheville School student publication, May, 1922

LIBBY'S STUDIO

TELEPHONE

5215-W

Children

Adults

Weddings

Family Groups

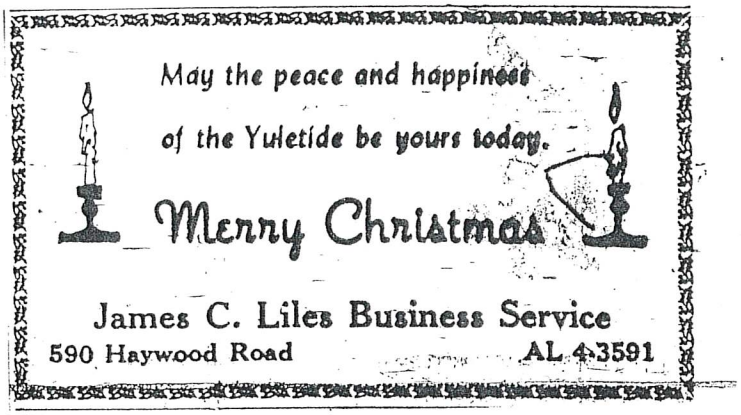
WE SPECIALIZE IN MINIATURE AND COPY WORK

BLEDSOE BLDG.

779 Haywood Rd., W. Asheville

(P-108)

Asheville City Directory, 1947



Asheville Citizen December 25, 1959

Forget the Headaches of Business
Let *JAMES C. LILES*
Perform these Needed Business Services for You!

- **BOOKKEEPING**
- **MAILINGS**
- **MIMEOGRAPHING**
- **IBM TYPING**
- **SECRETARIAL**
- **PHONE SERVICE**

IN ADDITION LILES OFFERS

- PHOTO COPYING
- LETTER SHOP
- OFFSET PRINTING & LETTER PRESS
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Let Us Inclose Your Important Papers and Documents In Plastic

JAMES C. LILES
Business Services
590 Haywood Rd., W. Asheville, N. C.
Dial AL 4-3591
"Call The Rest . . . See Us For The Best!"

Filling a niche

Women launch organic baby store in West Asheville

By Barbara Blake
bblake@wncparent.com

BARBARA BLAKE/

Allison Walker, left, Sonja Hernandez and 19-month-old Grover in the play area of The Littlest Birds

When Sonja Hernandez gave birth to her son and uldn't find a store that carried the baby products e wanted, she did what any new mother would do she partnered with a friend and opened her own op.

The Littlest Birds joined the bustling scene on ıywood Road in West Asheville in March, offering ganic clothing, bedding and accessories for infants d toddlers, along with cloth diapers, maternity ›thes, slings and other baby-wearing products, ın-toxic toys and books, and other whimsical and actical equipment for young children.

The shop, co-owned by Hernandez, a potter, and lison Walker, a former nanny, is a longtime dream Hernandez's and something of a fluke for Walker.

"I'd wanted to open a natural baby store for a ıg time, because when Grover (now 19 months d) was born there were tons of great products I ınted, but they were only available online," ernandez said. "And trying to figure out cloth dia- ring online is like trying to learn cooking without ;tove."

Her dream was little more than a fantasy until Walker called one day.

"Allison called me and said she needed a new career," Hernandez said. "I jokingly asked her if she wanted to open a natural baby store. She laughed, and then called me back the next day and said, 'Yes, let's do it!'

The pair, with the help of Hernandez' partner and Grover's father, Joseph Patteson, fixed up the space formerly occupied by Smoker's and Players, "and it took off from there and really manifested itself; it felt like we were just along for the ride,

Check it out

The Littlest Birds, 647 Haywood Road, West Asheville, is open 10 a.m. to 6 p.m. daily.
Call 253-4747 or visit www.thelittlestbirds.com (launching in September).

Locally made, gently used

Walker, who has worked with cl was old enough to babysit" and wa eight years, said she wanted to star be my own boss, have flexible hou with a good friend, and provide loc recycled products to our communi

Hernandez said it was importan Walker to offer products in all pric use the talents of local artists who children's clothing. As a result, The offers "gently recycled" clothes as ment items, and "locally made thin anywhere else."

Please see STORE on Page 26

Continued from Page 23

"We serve everybody in the community on some level," Hernandez said. "The organics are more expensive, but we have the consignment and the gently recycled items, so there's something for everybody's pocketbook."

Hernandez said there has been a high demand for their organic products and cloth diapers, which are a relative rarity for a retail shop in these modern times of disposable diapers.

"A lot of people don't want their children, especially little babies, exposed to the chemicals in non-organic diapers and clothes," Hernandez said. "Some kids have a sensitivity to them, especially in crib products and clothing, and all of our organics are made with low-impact dye. Organics overall are better for the environment and better for children."

The products are also unique, Hernandez said.

"Our clothing is not something you'll see at J.C. Penney or Wal-Mart, and we're very educated about our products," she said. "And we have a lot of toys that are safe, including German toys; overall, Europeans have higher standards for their employees and toy safety."

Connecting with community

The shop itself, in the block on Haywood Road with Pineapple Jack's and Flashback retro furniture store, is a welcoming place with a play area for children and a couch where moms can nurse their babies or take a breather.

"We also periodically offer free classes on subjects like cloth diapering and baby-wearing, things people are interested in but may find overwhelming or intimidating," Hernandez said.

Maureen McDole, a former Asheville resident Florida, has The L top of her list of s she's in town.

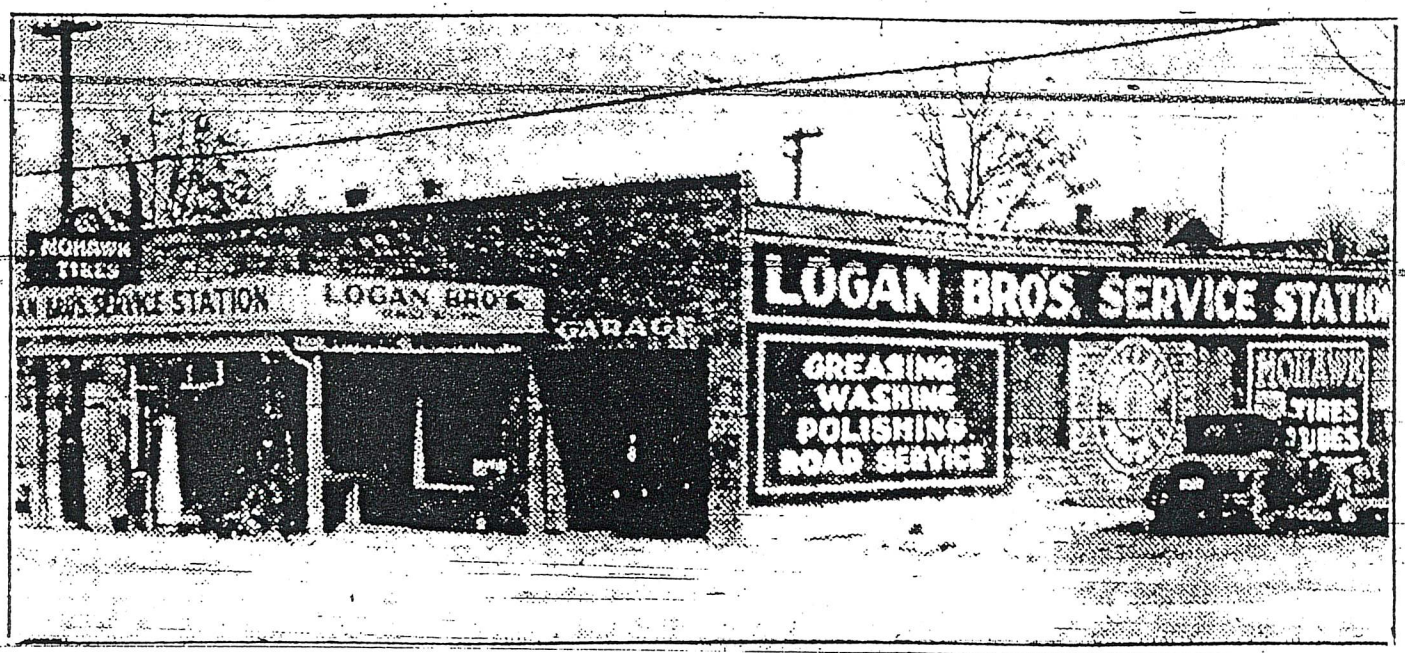
"It's the best st ever been in. "It's shop, with a comb clothes, new cloth great diversity in l McDole said. "Anc welcoming and ki you're going to so want to hang out t

Hernandez and phase of the busin site (thelittlestbird launch in early Sep customers to buy c for gifts as they wc

"The communi really supportive said. "People seen we're doing and w

Asheville Citizen
March 10, 1929

Logan Brothers Open New Service Station



One of the recent service stations opened for the convenience of automobilists in West Asheville is the Logan Brothers station at 202 Haywood Road which is modern in every respect. The firm has recently been appointed distributors for Mohawk tires in Buncombe county. —Staff Photo by Michael

LOGAN MOTOR INN

WILLIAM B. LOGAN, Manager

Complete Esso Service

WASHING - POLISHING - GREASING

Our Grease Service is the Best in the City

202 Haywood Road Phone 1240

ATTENTION!

Bring electrical appliances to us for quick, efficient repair work, done by experts. Reasonable cost.

I buy and sell used appliances.

LOONEY ELECTRIC REPAIR CO.

HUDSON REPAIR SHOP

497 Haywood Road

West Asheville News May 18, 1945

EXCLUSIVE MODELS

— COATS —

GOWNS AND MILLINERY

Hosiery, Underwear, Trimmings,
Hats Remodeled And Made
to Order.

Lotta Style Shop

VERA C. WILLIAMS

444 Haywood Road Asheville, N. C.

LOTTA STYLE SHOP

A Shop for Ladies with Lotta Style

Visit Our Beauty Parlor 444 Haywood Rd.

W. Asheville, N. C. Phone 1132-J

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

Asheville Citizen December 12, 1937

LOTTIE LEE
BEAUTY SHOP
Under New Management
Owners: LOLA SNYDER AND
ORA SEAVER
Competent Operators
728 Haywood Rd. Phone 2-4161

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Saturday, July 24, 1999

Workers put finishing touches on the new Lowe's building at 95 Smoky Park Highway. It will open Wednesday.

STEVE DIXON/CITIZEN-TIME

New Lowe's opens doors Wednesday

FROM STAFF REPORTS

ASHEVILLE – The traditional "board-cutting" ceremony at 10 a.m. Wednesday will mark the opening of the new Lowe's superstore on Smoky Park Highway.

The 120,000-square-foot store is part of a strip shopping center called Patton Station. It has about 35,000 feet of lawn and garden space and a permanent glass greenhouse. The store will also feature bath accessories, including towels and washcloths.

Following the board cutting, store manager John Mehaffey will present a $1,000 check to Eliada Home for Children.

In addition to Mehaffey, other Lowe's officials attending the ceremony include co-manager Sam Kilby, district manager Dwight Cabiness and regional vice president Frank Beam.

OPENING WEEK EVENTS

The new Lowe's on Smoky Park Highway will open Wednesday. Some of the special events planned this week include:

$1,000 SHOPPING SPREE: Customers 18 and older will be eligible to register for a $1,000 shopping spree at the new Lowe's.

RACE CAR SIMULATOR: Customers can test drive the Lowe's No. 31 NASCAR Winston Cup simulator from 10 a.m. to noon Friday.

WATER TEST: Bring a water sample Friday from 10 a.m. to noon and a Waterboss representative will test it for iron and hardness.

BROKEN FAUCET?: Bring your broken faucet and parts between 9 a.m. and 2 p.m. Saturday and a Danco representative will fix it for free.

PINK PANTHER: Sunday, Aug.1, from noon to 6 p.m. get a photo made with the Pink Panther.

STORE HOURS: 6 a.m. to 9 p.m. Monday-Thursday, 6 a.m. to 10 p.m. Friday, 7 a.m. to 9 p.m. Saturday and 9 a.m. to 6 p.m. Sunday.

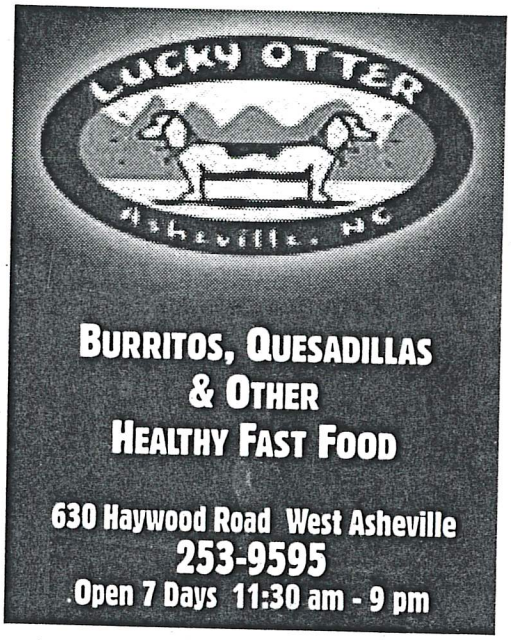
The grand opening will continue with safety events held on Saturday, Aug. 7. The first 100 customers will receive Safetyscope Yard & Garden Tips booklets from Homelite.

Lowe's representatives will also be on site to conduct a fire safety patrol from 1 to 1:30 p.m.

Lowe's will open its new store on Tunnel Road in the fall. The Tunnel Road store will be about 150,000 square feet.

Lowe's Companies Inc. is the second largest home improvement retailer in the world, serving over 4 million do-it-yourself retail and commercial business customers weekly through 533 stores in 37 states.

Lowe's is headquartered in North Wilkesboro. The 53-year-old company employs more than 70,000 people.


LUCKY OTTER
Asheville, NC
BURRITOS, QUESADILLAS
& OTHER
HEALTHY FAST FOOD
630 Haywood Road West Asheville
253-9595
Open 7 Days 11:30 am - 9 pm

LUKE ATKINSON FURNITURE COMPANY

LUKE ATKINSON

GENUINE SPECIALS FOR FRIDAY, FRIDAY NIGHT AND SATURDAY

YOUR CREDIT IS GOOD WITH US

Ten Per Cent Discount For Cash.

No Carrying Charges If You Charge It.

LUKE ATKINSON FURNITURE CO.

728 Haywood Road

Dial AL 2-7168

Bruce Emory Research

Lunsford Grocery

Phone 3-9635
Candy - Fruits - Vegetables - Meats
Johnson School Road
W. Asheville, N. C.

West Asheville Branch

M & M
TIRE SHOP

MILLER CORD TIRES

Bring Us Your Tires for Repairs

528 Haywood Road Phone 2207

Asheville Citizen June 2, 1941

Malvern Springs Dining Room

"Carolina's Finest"

1550 Haywood Road

RE-OPENING

SUNDAY, MARCH 31, 1946

Hours 7:30 AM until 9 PM

PUBLIC
CORDIALLY INVITED

PHONE 9308

West Asheville News March 29, 1946

Prescription Service

Everything a discriminating patron expects and demands in an ethical pharmacy plus humane treatment.

Very Prompt Jeep Delivery
Dial 8286

MALVERN HILLS DRUG STORE

1288 Haywood Rd. West Asheville

Asheville Citizen
March 15, 1946

Announcing... the OPENING

BEAMAN L. PINNER

Of A

NEW DRUG STORE

For Your Convenience

CHARLES J. SISK

Your Patronage Is Appreciated At

"YOUR COMMUNITY STORE"

Complete Stock of DRUG NEEDS

Complete
Soda Fountain
AND
Curb Service

•

WE DELIVER

ACCURATELY COMPOUNDED Prescriptions

CALLED FOR
AND DELIVERED

MALVERN HILLS DRUG STORE

1288 Haywood Road

Phone 3061

MALVERN HILLS DRUG STORE
1478 Patton Ave. Asheville, N. C.
Phone 252-8286
Serving the community since 1946

Date 2-17 19 80

Name A. W. Hampton

Address

Clerk MC Am't Rec'd | Account Forwarded

6 Flashlight Batteries	2	70
		11
	2	81

Paid 9-4-80

15

Keep this slip. It is the only itemized bill you will receive.
Press of The National Cash Register Co., Dayton, Ohio

MALVERN HILLS DRUG STORE
1478 Patton Ave. Asheville, N. C.
Phone 252-8286
Serving the community since 1946

Date 3-17- 19 80

Name A. W. Hampton

Address

Clerk M.P. Am't Rec'd | Account Forwarded | 2 | 81

Neo-Synephrine	1	95
Tax		08
	4	84

Paid 9-4-80

33

Keep this slip. It is the only itemized bill you will receive.
Press of The National Cash Register Co., Dayton, Ohio

Asheville Times October 17, 1951

Malvern Hills
Drug Store

1288 Haywood Road

PHONE 8286

Prescription Druggists

WE DELIVER

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Reopening

MALVERN SPRINGS
DINING ROOMS

Sunday, April 13th—For Their 1947 Season

OPEN DAILY AND SUNDAYS

For The Service Of—

DELICIOUS MEALS

From 7:30 A. M. 'til 9 P. M.

1550 Haywood Road
On U. S. Highway 19-23

Phone 9308
(1 Block From Bus Line)

Asheville Citizen April 10, 1947

"The Westernmost
Grocery Store in
West Asheville"

Fancy and Staple
GROCERIES
MEATS
FRUITS
VEGETABLES

MALVERN HILLS
GROCERY
1288 Haywood Road
Phone 9311
H. C. ANTHONY, Prop.

Asheville Citizen December 12, 1937

A Home-Town Store

With Chain-Store Prices

M. L. MANEY, JR.

Groceries - - School Supplies

295 Haywood Road

Complete Line Of
GROCERIES
MEATS
FRUITS
VEGETABLES

Free Delivery

Give us a ring and see how quick you get your order.

PHONE 4421

Maney's Store

1308 Haywood Road

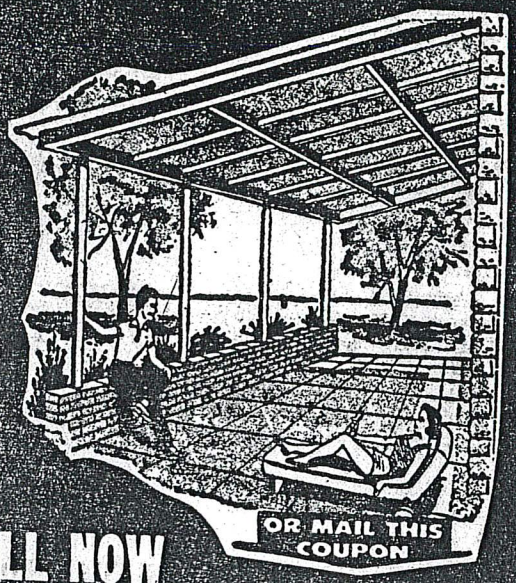
West Asheville News December 25, 1942

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Serving WNC Since 1870 Sunday, July 17, 1960

100% ALL ALUMINUM

PATIO or CARPORT

FOR REAL OUTDOOR LIVING



Protects your car against hazardous weather, rain, sun. Could be utilized as a cookout, for parties, etc.

Adds Beauty and Value to Your Home Plus Play Area for Your Children.

OR MAIL THIS COUPON

CALL NOW

DAY-NIGHT-SUNDAY

AL 4-5392

FREE SURVEY

NO OBLIGATION

or MAIL COUPON

ONLY $129 COMPLETELY INSTALLED

NO MONEY DOWN

No Payment 'Til August

Any Size Up To 8 x 20'

MANN INDUSTRIES
777 Haywood Road,
West Asheville, N. C.

Please have one of your representatives contact me.

Name _____

Address _____

City _____

Phone ____ (Best time for Appt.)

Ask About Our Special On Storm Windows

MANN INDUSTRIES

777 HAYWOOD ROAD WEST ASHEVILLE

When in West Asheville
Visit

J. S. Mardis Realty Co.

Offices 422½ Haywood Road

We know West Asheville property is a safe Investment.

LET US PROVE IT TO YOU.

Compliments of

J. S. Mardis Shoe Co.

442 Haywood Rd. Phone 5236

West Asheville, N. C.

Man shot at Asheville restaurant

Another charged with shooting girlfriend in face in Weaverville

By Lynde Hedgpeth
STAFF WRITER

ASHEVILLE — Police investigated two separate shootings Friday that left two people seriously injured.

A man who was shot several times at Margarita's Town Mexican Grill and Seafood on Friday afternoon was taken to surgery at Mission Hospitals, Asheville police Capt. Tom Aardema said.

A spokeswoman for the Buncombe County Sheriff's Department said the victim in the other shooting, which happened in Weaverville, was not expected to live.

Maria and Humberto Rodriguez bought the Patton Avenue restaurant about a year ago with the goal of turning it into a family Mexican restaurant.

A year and a half ago, two people were killed in a shootout outside the restaurant, which was then the Patton Avenue Pub.

Margarita's Town owners Humberto and Maria Rodriguez wait outside their restaurant as police investigate a shooting inside.

"Since we opened, everything has been fine," Maria Rodriguez said. "People love it."

On Friday afternoon, they waited outside with other employees while police investigated.

Aardema said the shooting followed an argument between two men. A manager warned them to calm down or leave, so the victim started to leave. But the argument continued, and the suspect pulled out a handgun and shot the victim two or three times.

The suspect fled the restaurant in what police said might be a gray Mercury Mountaineer sport utility vehicle. Neither the suspect's name nor the victim's was released.

The other shooting happened around noon in the victim's mobile home at 15 Brandon Lane.

Charles Lee Davis, 38, was arrested at the scene, said Julie Kepple, spokeswoman for the Sheriff's Department. He was charged with assault with a deadly weapon with intent to kill, causing serious injury.

Davis' girlfriend, Reba Faye Glenn Robinson was shot in the face.

Photos by Steve Dixon/STAFF PHOTOGRAPHER

Emergency personnel prepare to load the victim of a Friday afternoon shooting into an ambulance in the parking lot of Margarita's Town Mexican Grill and Seafood restaurant on Patton Avenue. The shooting occurred during an argument between two customers inside the restaurant.

Kepple had no information about what led to the shooting. She could not be reached late Friday to give updated information about Robinson's condition.

Contact Hedgpeth at 232-5953 or LHedgpet@CITIZEN-TIMES.com.

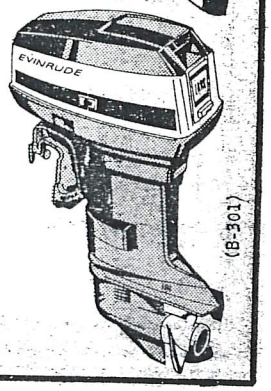
EDDIE JOYNER **MARINE SUPPLIES INC.** GEORGE BUCKNER

SALES & SERVICE

Chris-Craft
Evinrude • Ouchita • Crosby
Larson • Kayot Pontoon Boats
Bomber • Fabuglas
Evinrude Boats • Rebel Trailers

WE HONOR ALL BANK CREDIT CARDS

1141 PATTON AVE. **253-5683**



Asheville Telephone Directory 1973

L. LEE MARR

499 Haywood Rd. West Asheville

Cash and Carry Grocery and Feed Store

We solicit at least a part of the patronage of every one whose name appears in this Directory. We offer you courteous and efficient service. Best goods and lowest prices. With you, as well as us, may true prosperity abound.

PHONE 4408-J

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

Asheville City Directory, 1947

MARSHALL'S AMOCO STATION
585 HAYWOOD RD. WEST ASHEVILLE
WILLARD BATTERIES WASH AND GREASE
STEAM CLEANING & WHEEL BALANCING
Road Service Dial 2-4181

1949 Standard Railway Employees Seniority List

MARSHALL'S
Amoco
AMERICAN AMOCO GAS
Service
STATION
Established 1937
OFFICIAL
CAROLINA AAA MOTOR CLUB
STATION
(Open Until 11 P.M. Nightly)
ROAD SERVICE
(S-160)
Dial 2-4181
• TIRE REPAIRING
• BATTERY CHARGING
• TOWING
WHEEL BALANCING - STEAM CLEANING
PARTS AND ACCESSORIES
Complete Service Offered
585 HAYWOOD RD. — W. ASHE.

Marshall's Amoco
Service

DIAL 2-4181

585 Haywood Road

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

EVERTHING FOR EASTER, INCLUDING
HAND MADE

DRESSES
$1.98

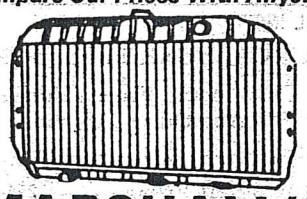
MARY RUTH SHOPPE
424 HAYWOOD ROAD

West Asheville News April 12, 1946

Wednesday, May 26, 1954

—Times Photo by Malcolm Gamble

GOING DOWN—Service stations on Tunnel Road apparently started a price war several months ago when they began selling gasoline below the standard figure that had prevailed before that time. One by one cut rate signs went up until today the price of regular gasoline had been pared from 31.9 cents to 25.9 cents per gallon. Premium grade motor fuels have been similiarly reduced. This picture was made at Marshall's Service Station in West Asheville. All of them still follow one custom—they put the fraction of a cent in very small figures.

DISTRIBUTORS FOR
NEW RADIATORS
FOR ALL MAKES OF CARS
Compare Our Prices With Anyone!

MARSHALL'S
AMERICAN SERVICE STATION
252-4181
585 HAYWOOD RD., W. ASHE
(R-640)

Asheville Telephone Directory 1973

Mary Carter Paint Store, 791 Haywood Road.

W.N.C. BUSINESS REVIEW
THE ASHEVILLE CITIZEN

Mary Carter Gives Away Five Million Gallons Of Pain

Asheville Citizen-Times
September 12, 1960

Charles F. Collins, Manages Store, 791 Haywood Road

Van Worp, founder of Mary Carter Paint Factories said "Free Paint policy began as a mistake in our first newspaper advertisement. It was supposed to read, "Get a free can of paint with all the paint that you buy", insead it read "get a free can of paint with every can you buy". Since then every quart or gallon of Mary Carter Paint sold has been matched with another quart or gallon, free of extra cost.

Here in Asheville Charles F. Collins operates your Mary Carter franchise store at 791 Haywood Road, West Asheville and in Hendersonville he has a Mary Carter store located at 511 South Church Street.

Mary Carter Paint Industry began with Robert Van Worp mixing his first batch of paint in his two-car garage in Matawan, N. J. Since then Van Worp has seen his Mary Carter Paint Factories develop into a chain of 500 retail outlets in 25 states, Puerto Rico and the British West Indies, with manufacturing centers in Tampa, Matawan and Conroe, Texas. Another factory is soon to be constructed in the Los Angeles area. Mary Carter Paint Factories maintain a large fleet of semi-trailers to haul its products from factories directly to retail outlets. The trucks make weekly deliveries, usually hauling raw materials from suppliers back to the company's manufacturing centers on return trips. "There is no multiple transportation cost in the operation" Van Worp points out. "No middlemen's commission or profits and no spoilage of the product — Mary Carter paint is always factory fresh." This system permits our company to manufacture top quality paint at competitive prices and to 'share the profit' with customers in the form of free extra quart or gallon with every quart or gallon that they buy."

"The reason why I will not cut the price in half is that my paint is worth every penny of its price tag — the free gallon or quart with every gallon or quart you purchase just dramatizes what can be done with a streamlined operation" said Van Worp.

West Asheville News March 15, 1946

DINE AT THE

Mayflower

1089 Haywood Road

STEAKS & CHOPS

REGULAR DINNERS

SHORT ORDERS

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

May's Market

MEATS, GROCERIES
and PRODUCE
747 Haywood Road
WEST ASHEVILLE, N. C.

Asheville Citizen
November 19. 1937

Phone 3704
For
Biltmore
DAIRY PRODUCTS
For Our Food Specials
See A. G. Store's Ad
In This Paper
MAY'S MARKET
717 Haywood Rd. Phone 3704

We Are Proud Of The Part We Play In The Life Of This Community

We Carry A Complete Line
Of The Finest Quality

STAPLE & FANCY GROCERIES
FRUITS -- VEGETABLES
MEATS

MAY'S MARKET
MEMBER A-G STORES
747 Haywood Road Phone 3704

West Asheville News December 25, 1942

May's Market

FOODS

741-51 HAYWOOD ROAD

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

The Asheville (N. C.) Times, Mon., Nov. 10, 1958

FOR ALL KINDS OF FINE FOODS

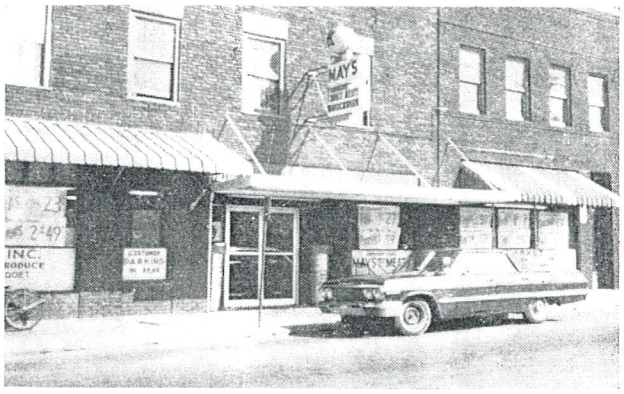
VISIT

MAY'S MARKET

747-751 HAYWOOD ROAD

A FAMILY OF GROCERS!

By Margaret M. Clayton



Exterior view of May's Market, a small urban market in Asheville, N. C.

In a day of giant discount stores and huge supermarkets, it should not be forgotten that there are still small family stores that are filling an important need in their communities.

Such a store is May's Market, Inc., at 747 Haywood Road, Asheville, N. C., owned and managed

Frank T. Leppert, Jr.

by Mr. and Mrs. Frank T. Leppert, Jr. Mrs. Leppert is the former Nancy May, whose family has been prominent in the food field for two generations. Her father, the late John B. May, and her brother, R. Morris May (recently deceased), both served as president of the North Carolina Food Dealers Association and her husband, Frank Leppert, is presently on the Board of Directors.

The then 1600 sq. ft. May's Market was founded in 1928 by John B. May. His daughter has helped in the store since 1943 when Uncle Sam took all her brothers and husband off to war. Nancy still works there constantly, keeping books and running the store along with her husband Frank Leppert. Frank has been at the store since his return to civilian life.

He was in the field artillery corps in active service during World War II, arriving home on Christmas Day in 1945 and going into business with his father-in-law. At this time the store was expanded to 5,000 sq. ft. and remodeled.

Frank Leppert says he likes being a grocer "just fine" and his wife seems to enjoy being the wife, daughter, and sister of grocers, in addition to being one herself!

May's Market is an urban market with brick exterior and a yellow plastic sign and parking for 12 cars. The ceiling is of white metal with fluorescent strip lighting, the floor of wood, and the walls of painted plaster.

The store gives special attention to meats—and no wonder, the butcher, Ralph Pittillo, has been with them for 43 years! Everybody knows him; and he knows just what everyone wants. There are nine full-time and nine part-time employees. Hours open are 8:30 a.m.-9:30 p.m., six days a week.

There are three 25′ gondolas, 20′ of self-service meat counter, and 15′ of non-foods. Also 20′ of refrigerated produce, 16′ of dry produce, 34′ of frozen foods, 16′ of dairy, 12′ of bakery and 10′ of ice cream. There is also a separate 10′ x 12′ space for tobaccos.

Produce center does double duty with sundries on two shelves above.

Interior view of May's Market.

Meat counter is short but stocked full with meat.

Customers are treated well—given credit, delivery for a $1.00 fee, and flowers and food in sickness and bereavement. They even have a special 2′ x 5′ bulletin board, given to the store by a customer, which is covered with pictures of the customers' children. The store also furnishes a poster advertising community affairs.

"Many customers who have moved out of the neighborhood still come back here to shop," Leppert says.

The store gives to and participates in civic and charitable drives. They hire handicapped persons where possible and have helped boys in trouble—even given them jobs when no one else would, and work with them to rehabilitate themselves.

"One who was brought in by a detention officer," Leppert observed, "is now vice-president of a bank."

The store uses no advertising in the newspapers, radio or TV, but does circularize handbills and use bag stuffers. They have a profitable service whereby they sell meat and some groceries to restaurants, to army and national guard reserves, and to city schools for home economics courses.

They believe in "Promotions on Specials." Formerly, they used to give away appliances, but no longer. They also used to give free poinsettias to all at Christmastime, but the plants got to be to expensive. Now the store just features groceries with a special price tie-in.

Frank Leppert is president of the Lions Club of West Asheville, vice president of the Heart Association of Buncombe County, on the Parks and Recreation Advisory Board of the City of Asheville, on the Board for the Civic Arts Council, and the Board of Better Business Bureau of the Greater Asheville Area. As mentioned before, he is currently on the Board of Directors of NCFDA. He has been twice president of the West Asheville Business Association, and is a member of St. George's Episcopal Church.

Frank Leppert attends the NCFDA Management Seminar at Chapel Hill every year, feeling it is very important.

"It brings out the things you ought to do," he explained, "An example in our case is that one seminar emphasized the delegating of authority. We followed this idea and it was a good thing we did because it was important to us when my late brother-in-law, Morris May, who operated one of our other stores. Stoney Knob Super Market, passed away suddenly with a heart attack.

Frank and Nancy Leppert have one daughter, Nancy Ellen, who is the mother of their three grandsons, Frank, aged eight, Bryan, aged five, and Phillip Morris, aged one.

Asked what, in his opinion, is the chief problem facing the food retailer of today, Leppert replied,

"Trying to make a profit. Since the wage and hour law, we have to pay the minimum, whether the employee is worth it or not. The new safety law (OSHA) is quite a problem, too."

THE CAROLINA FOOD DEALER SALUTES THE MAY FAMILY, CONGRATULATES THEM ON THE OUTSTANDING CONTRIBUTIONS THEY HAVE MADE TO THE FOOD INDUSTRY AND WISHES MR. AND MRS. FRANK T. LEPPERT, JR. CONTINUED SUCCESS IN THE FUTURE.

Quality Cookies!
Priced Right!
Sell Fast!

FFV
Famous Foods of Virginia

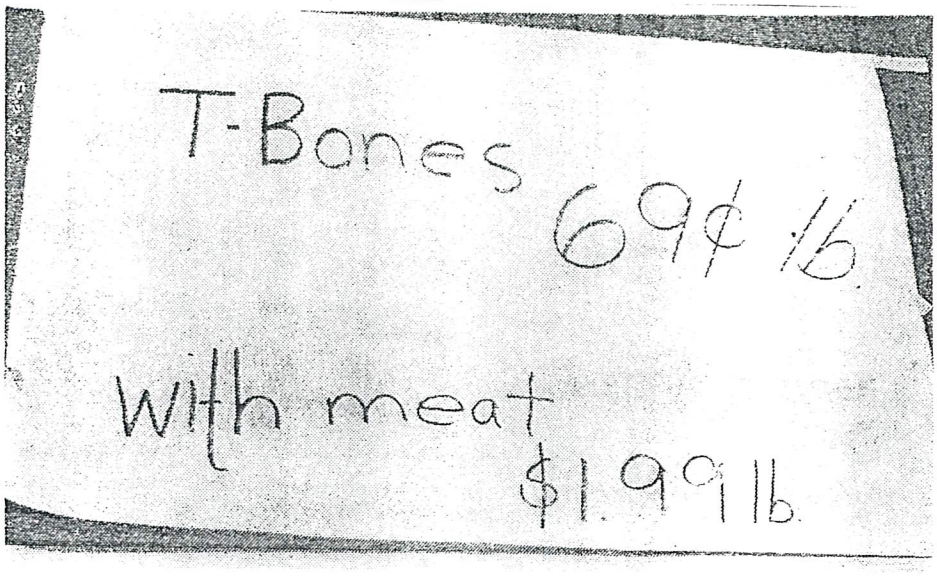
Southern Biscuit Company
Richmond, Va. 23204

PRICED RIGHT FOR QUICK TURNOVER
... and Consistently Promoted!

Quality Seafoods...from the Same Quality Controlled Cannery

Represented By Archibald & Martin

May's Market 747 Haywood Rd. 1970s



Bare Bones Bargain

Meat prices are high and May's Market on Haywood Road is making no bones about it. Butchers at the market decided there was no use being glum about prices and posted this sign. They report customers do a double-take "then start grinning." A Times staff member was alerted to this sign when he was invited to a T-bone dinner with no mention of steak. He did some boning up and discovered the joke. (Staff Photo by Malcolm Gamble)

Asheville Citizen June 22, 1973

6-22-73

W. Asheville appliance store ends 38-year run

McCarson's on Haywood closing

By Jason Sandford
JSANDFORD@CITIZEN-TIMES.COM

ASHEVILLE — McCarson's Used Appliance Store, a fixture on Haywood Road in Asheville for 38 years, will close its doors in coming months, store owner Lucille McCarson said Monday.

Joe McCarson opened Western North Carolina's first used appliance store on Emma Road in the Emma Community in 1968. He moved the store to its current location at 725 Haywood Road in 1973. Over the years, the store stocked thousands of freezers, washers, dryers, refrigerators and electric and gas ranges in two adjacent buildings. McCarson died two years ago.

"That was his dream — to start his own business," Lucille McCarson said, recalling how her husband worked long hours on repairs and delivery.

"I had to come out of retirement to keep it going after my husband died," McCarson, 72, said, "and I'm at the point now I want out."

JASON SANDFORD/JSANDFORD@CITIZEN-TIMES.COM

McCarson's Used Appliance Store at 725 Haywood Road in West Asheville will close in coming months. The store opened at its current location in 1973.

The store, with its rows of appliances, creaky wooden floors and tin ceiling, harkens to a time when Haywood Road featured homegrown businesses such as Ideal Drug Store, Fortune's Hardware Store and Demos Appliance Store. Those stores have been replaced by an eclectic mix of thrift shops, restaurants and bars, which in turn has attracted a new vitality to neighborhoods around the length of the thoroughfare.

"It's a sad thing to see them go," said Mark Atkinson, owner of Luke Atkinson Furniture Co., a nearby business that opened on Haywood Road in 1981.

"Old Joe McCarson was a hard-working rascal," Atkinson said.

Please see STORE on B3

STORE: McCarson's closing

Continued from B1

"He just wrestled those appliances around. He really worked hard."

Atkinson, the son of Luke Atkinson, said he was unsure about what would come next.

"There's a certain amount of revitalization going on, but in a way, I'm not sure it's a good thing," Atkinson said, noting the lack of new retail shops. "I think what really need is to get more retail in here."

Greg Garrison, co-owner of the The Hop West ice cream shop next door to McCarson's, said he, too, was sad to hear about a business closing.

"We hate to see that," said Garrison, who opened his shop last October. "But at the same time, it's a chance for a new business to come in and add their personality to that section of Haywood Road that hasn't been rejuvenated. So, it's exciting to see what West Asheville might bring."

Lucille McCarson said it will likely take months for her to sell out her stock of used appliances, many of which sell for $75 or $85. She, too, noted the changing face of the neighborhood, and said she hoped a vibrant new business would eventually move in.

"I don't know how to describe it. It just makes you feel old," McCarson said.

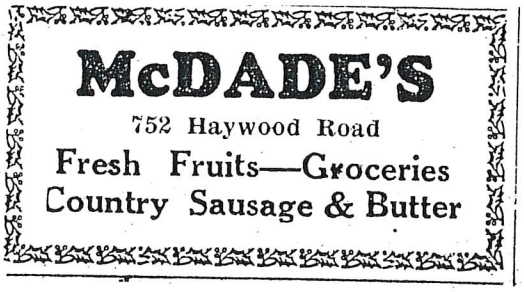
"Just I thank the Lord who has seen us through all this, and I want to thank all our loyal customers through the years."

FRANK L. McCURRY
BUILDER

Buy a Mac. Built Home and Be Happy
Every After

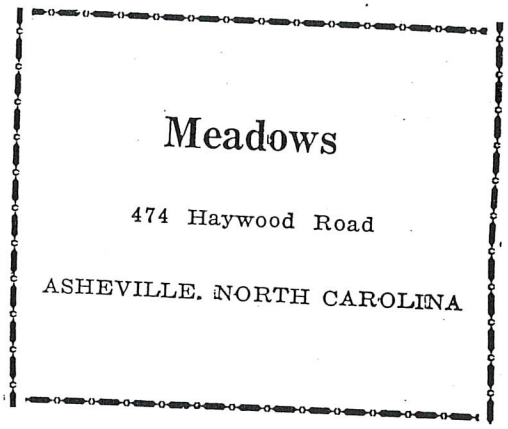
29 Eola Ave. Lucerne Park Phone 1829-W

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927



Asheville Citizen December 12, 1937

Asheville Citizen December 12, 1937



Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Feeling spicy?

Mercado Mexicano dishes up a flavorful lunch

By Susan T. Parke
CITIZEN-TIMES CORRESPONDENT

WEST ASHEVILLE — Asheville has a variety of spots specializing in unique cuisine. Haywood Road is home to a number of Mexican establishments including the Mercado Mexicano, which bills itself as Asheville's Latin Market.

Jose deLeon Robles opened this little place about four years ago and decided to offer Mexican food in a little taqueria attached to the main store. Several friends told me it was pretty good — Mexican food for Mexican people — so a buddy and I trotted over there to check it out.

The fare is simple but tasty, and very filling. There is a steam table with a number of meat entrees plus rice and beans. A side buffet has the condiments: a chunky pico de gallo with onions, green and red peppers and lots of cilantro, a (very) hot red salsa and a fresh-tasting salsa verde.

You tell the cook, Leonardo Osornio, how many tacos you want, what fillings, corn or flour tortillas and whether you also want arroz and frijoles (rice and beans). He dishes out the food while you choose your drink from a small cooler. The drinks are also Mexican — Jamitos sodas in flavors such as mandarina and sangria (non-alcoholic) and Jumex fruit nectars. True to what you would find in Mexico, the drinks are very sweet and not particularly cold.

Like a visit to a small Mexican village, those who know some Spanish can better appreciate the experience (some of the staff do speak English). But don't expect your typical American-style Mexican food.

On the day we checked it out, the meat dishes were Porc Carnitas (a flavorful shredded pork), Pollo in Adobo (chicken stewed in a rich smoky sauce), Porc in Adobo (tender chunks of pork in the same sauce as the chicken), Carne Asada (strips of beef with onion), Porc Pastore (small chunks of pork in a darker rich sauce) and Bif with Peppers and Tomatoes and Lingua (small chunks of beef tongue in yet another sauce). My friend ordered two corn tortillas filled with the Porc Carnitas and sides of rice and beans. I chose one corn tortilla with the Porc in Adobo and one of the Carne Asada, also with rice and beans. After a little thought, I added a side taco of the Lingua.

MERCADO MEXICANO

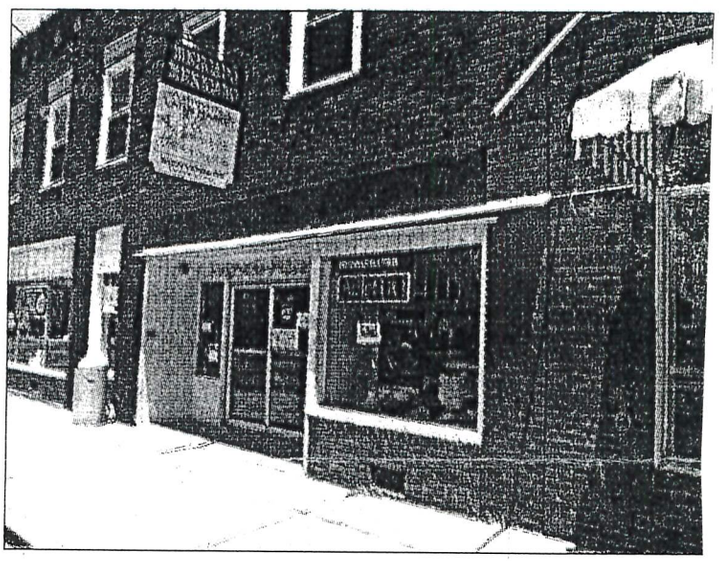
WHERE: 747 Haywood Road
HOURS: Taqueria open 10 a.m.-8 p.m. daily. Mercado open 9 a.m.-9 p.m. daily.
PHONE: 285-0266
SMOKING/DRINKING: No smoking/no alcohol
PAYING FOR IT: Cash only

The Porc Carnitas was definitely the star of the meal. It was rich, succulent and tender. Topped with a healthy dollop of the Pico de Gallo and a judicious bit of the red salsa, it was delicious. The Porc in Adobo came in a close second with its terrific sauce, and the pork chunks were as tender as the Carnitas shreds. We also enjoyed the Carne Asada, although the beef was tougher than the pork dishes, and the sauce was not as interesting. And the Lingua - in all fairness I have to say that it just didn't work for me, but this had to do with the texture of the meat and not the flavorings, which were quite good. If tongue is a dish you enjoy, then by all means this is a dish you should try.

The side dishes were fine, serving primarily as foils for the rich sauces served with the meats. The beans were especially tasty when combined with a healthy splash of the salsa verde.

Stuffed to the gills, we cleared our plates and then perused the items in the adjoining shop. There are an amazing assortment of dried peppers, salsas and Mexican canned goods along with a dairy case containing sodas and different Mexican cheeses and puddings. Corn husks are available for tamales and there are a number of Mexican CDs for sale. There was even a selection of egg chow mein with Spanish writing on the can.

I purchased a can of chipotle peppers in adobo sauce for my friend and the grand total including the meal came to $9.32. It's definitely good value for a delicious lunch.



Steve Dixon/STAFF PHOTOGRAPHER

For a true taste of Mexico, try the Taqueria at Mercado Mexicano, a small café at the Mexican grocery store on Haywood Street in West Asheville.

Asheville Citizen June 27, 2001

METCALF'S MARKET

Groceries and Fresh Meats

Why pay more than our prices or take less than our service?

504 Haywood Road Telephone 2806

"Your Telephone Receiver is Lighter than Your Market Basket"

W. B. Michael

GENERAL CONTRACTOR

325 HAYWOOD RD. (W. Asheville) TEL. 2-0371

Asheville City Directory 1953

Art and Nature
IN FLOWERS AND PLANTS
The Flower Shop
of the

Store 45 Patton Ave., at Lowenbein-Rutenberg Co.
Telephone 3716
Residence and Greenhouses, Sulphur Springs
Telephone 178

Kenilworth Drive, 2 miles.

The PREMIER POCKET MAP
of Asheville, N.C.
1912

Asheville Citizen January 8, 1922

Modern Range Of Greenhouses, Second Largest In The State, Are Being Erected Near City

Contract was closed during the past week for the erection of a modern range of greenhouses, comprising, when completed, 60,000 square feet of glass. It was announced last night by [illegible] manager of the Middlemount Gardens. The range of greenhouses will be built on the outskirts of the City, near Sulphur Springs, just off the highway leading to Canton from Asheville. All told, the expenditure will be around $50,000.

When finally completed, this plant will be by far the largest in the City, and the second largest in North Carolina, Mr. Buseck declares. Construction work will be done by the American Greenhouse Manufacturing Company, of Chicago, Ill. Preliminary work has all ready started.

The largest greenhouse in this State is located at Greensboro and is owned by the Van Lindley Company. This plant has 75,00 square feet of glass.

The Sulphur Springs location is considered excellent. Some 10 acres will be devoted to the work of growing flowers for the market. Middlemount Gardens belong to Mrs. Charles A. Webb. Mr. Buseck has active charge of the work.

Mr. Buseck states that the climate here is wonderful for growing roses and carnations, and is even better than Canada, where some very fine specimens of these flowers are grown. Western North Carolina has sunshine practically all the year around, Mr. Buseck points out, and is better suited for a greenhouse business than any other part of the United States. Mr. Buseck states that the great bulk of hot-house plants and flowers have been shipped here from Northern markets, but that with the completion of the plant now under way, Asheville's needs can be supplied locally

According to plans as announced seven houses are to be constructed under one roof. Three of these will be finished by the end of October, it is thought. These three will comprise about 25,000 square feet of glass. It will take fully a year to complete the entire plant, Mr. Buseck states.

The gutters will be seven feet high. Six of the seven houses will be 33 feet wide and 175 feet long. One will be 20 feet wide and 175 long. The boiler room is to be 24 by 24 feet.

All preparations have been made to take care of the Winter crops. It is stated that with the completion of this new structure, Asheville people will be able to "Say It With Flowers," with home grown flowers from local greenhouses.

Mr. Buseck, who has been in this City since 1918, came here from Philadelphia, Pa., where he was engaged in the florist business. He is a native of Germany, and a graduate of the Geisenheim-on-the-Rhine Horticultural College. He was for some time employed at the famous Palm Garden at Frankfort-on-Main.

Otto Buseck To Attend State Florists Meeting

Otto Buseck, manager of Middlemount Gardens, leaves for Raleigh Tuesday to attend the annual meeting of the State Florists Association, of which he is the secretary-treasurer.

Asheville Citizen September 9, 1923

PLAN FLOWER SHOP AT NO. 35 HAYWOOD

Otto Buseck, well known nurseryman of Asheville, has obtained option on the first floor of the building located at No. 33 Haywood Street, known as the Haywood Grill, with the view of purchasing the lease and fixtures and converting the place into a flower shop.

Under the terms of transfer Mr. Buseck is empowered to sublet a part of the store, for a novelty and art shop.

Asheville Citizen September 15, 1922

Clowns 'n Everything Will Be On Hand For Fete At Middlemount

Clowns 'n everything!

The day of the carnival is not over. It's a mistake to think so. In one form or another they appear on the scene, dazzle the multitude for a moment, and then move on for something newer. But always the newer thing passes out and the carnival, with the eternal youth of Puck, comes back in garb that lures the weary throng and lightens the burdens of care.

A Carnival at Middlemount!

Could there be a lovlier setting for this age-old entertainment? Surely not. The spacious grounds of Mrs. Charles A. Webb's home fit perfectly into the scheme of this Carnival, which is being given for the benefit of the Asheville Clubhouse for Women. Nature here lends itself to the scheme of the artist who has designed the show, and he can arrange every attraction so that it will fit snugly into the surroundings.

For children and grown folks!

There will be donkeys and ponies, trick mules and other tricks, grab-bags and fishing pools, shooting galleries and every imaginable form of entertainment that belongs to the Carnival. What fun it will be to see some fat man riding the trick mule with a clown, a real honest to goodness clown, coaching the donkey with his bag of tricks. What joy for the little one to ride the ponies. What exquisite pleasure for youth to expend himself in the tortuous maze of fun-making scenes.

But this is just a part of this Carnival. The Little Theatre will produce the play Liliom which it gave with such eclat some weeks ago. This is a carnival play and it could not find a better setting for its humorous scenes.

Remember the dates!

Friday and Saturday afternoons of this week, beginning at 4:30 o'clock. At Middlemount on Haywood Road. This will be the show of the year. Of course you will not miss it. The public is invited. The proceeds go the to Asheville Clubhouse for Women.

Asheville Citizen September 16, 1928

ON ACCOUNT OF THE UNDERPASS

Because an underpass is being constructed under the railroad at our greenhouses it is impossible to hold our usual

PRE - EASTER FLOWER SHOW

there today, so instead we are offering to the public a Flower Show at our store.

Congratulations to Madame Serrec and The Asheville Citizen on the Beauty and Health School.

38 HAYWOOD ST. STARTING TUESDAY

Be sure to see this Easter display of wonderful blooms in quantities and in most artistic arrangement.

The Flower Shop

Middlemount Gardens, Inc.

38 Haywood St.
Phones 3716 -- 5097

OTTO BUSECK
Manager

Flowers by Wire All Over the World

Asheville Citizen April 13, 1930

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C., SUNDAY, MARCH 8, 1931

Honored

Otto Buseck, general manager and treasurer of Middlemount Gardens, Inc., of Asheville, who yesterday was appointed vice president for North Carolina of the Society of American Florists and Ornamental Horticulturists. The appointment which was made by Henry Penn, national president, is to become effective immediately.

OTTO BUSECK IS NAMED TO OFFICE

Middlemount Official Is Given Position By Association

The appointment of Otto Buseck, general manager and treasurer of Middlemount Gardens, Inc., as vice-president of the Society of American Florists and Ornamental Horticulturists, in charge of the North Carolina division, was announced yesterday.

The appointment was made by Henry Penn, of Boston, Mass., who is president of the national organization, and is to become effective at once. The principal undertakings of the organization this year, Mr. Buseck said yesterday, is the promotion of the national flower appreciation contest which opened February 14 and closes April 15. The purpose of this event is to create a wider appreciation of flowers and floral beauty among school children. Prizes amounting to $5,000 will be awarded in connection with the contest. The Middlemount Gardens are participating in the contest and have issued tickets to all sixth grade teachers for distribution among their pupils. Booklets on the contest can be obtained by presenting the tickets at the Middlemount Gardens offices at 30 Haywood street.

Through the courtesy of Middlemount Gardens and the medium of the National Florists Telegraph Delivery Association, every patient at the U. S. Veterans' hospital at Oteen was presented with a gift of flowers yesterday morning. The flowers were ordered delivered by Mayor Wilson, of Cincinnati, O., in connection with the opening of the 12th national flower show and the fifth florists telegraph delivery week.

Asheville Citizen March 29, 1931

MARCH 20, 1932

Thousands Will View Floral Offerings At Middlemount Gardens

Appropriately timed to Palm Sunday will be the showing of hundreds of thousands of flowers in the Annual Pre-Easter Flower show of Middlemount Gardens, the Flower Shop today at the greenhouses on Haywood road in West Asheville.

The Annual Pre-Easter Flower show is a drawing card for several thousand people each year. The public is invited to attend the "open house" for display of numerous beautiful flowers, Otto Buseck, manager has announced.

The entire nine greenhouses of Middlemount Gardens will be thrown open to the public from early morning until night to see the thousands of beautiful blooms which have never been prettier Mr. Buseck said. Guides will be on hand to lead visitors through the maze of beauty. Souvenirs will be given those attending.

6,000 Easter Lilies

Six thousand Easter lilies will be displayed in the show while row upon row of carnations making more than 10,000 of these flowers will practically fill one greenhouse. Middlemount Gardens expect to ship a quarter of a million of carnations throughout the country this year.

All the other plants to fill flower lovers with delight will be spirea, geraniums, begonias, hydrangeas, cinerarias, genesta, hyacinths, tulips, schizanthus, cyclamen, sweetpeas, pansies, bogulanvillea, roses, cineraria, snap dragons, calendulas, stocks, azaleas, gardenias, lilies-of-the-valley--all attractively displayed.

Double Snapdragon

A double snapdragon which has been originated by Mr. Buseck will also be among those shown. This plant will be exhibited at the national convention of the Society of American Florists and Horticulturists in Hartford, Connecticutt next month.

Especially interesting to flower lovers is a jet-black pansy grown from German seed which has bloomed. The large display of carnations is further enhanced by the showing of six new varieties of this flower.

Steady streams of visitors annually visit the greenhouses during the show, Mr. Buseck said. Plenty of parking space is available for many, he said.

"There is much sentiment attached to flowers and we want people to see these beautiful plants and to learn of them", Mr. Buseck said. He also pointed out that the greenhouses of Middlemount Gardens are always open to visitors, and a number of people take advantage of this each spring.

Asheville Citizen March 20, 1932

WHO'S WHO AND WHY IN ASHEVILLE

Ash. C. & Tim 12/10/33

OTTO BUSECK, general manager of Middlemount Gardens, has devoted most of his life to the culture of flowers. He was born December 21, 1868, at Frankfort on the Main, Germany.

After completing his public school education, Mr. Buseck served three years as an apprentice to a florist and then spent two years at a horticultural college in Germany—at Geisenheim, on the Rhine, where famous wines are made.

Following completion of his college course he traveled over Europe seeking further knowledge of his chosen profession. On March 1 of nevt year he will have been following it 50 years.

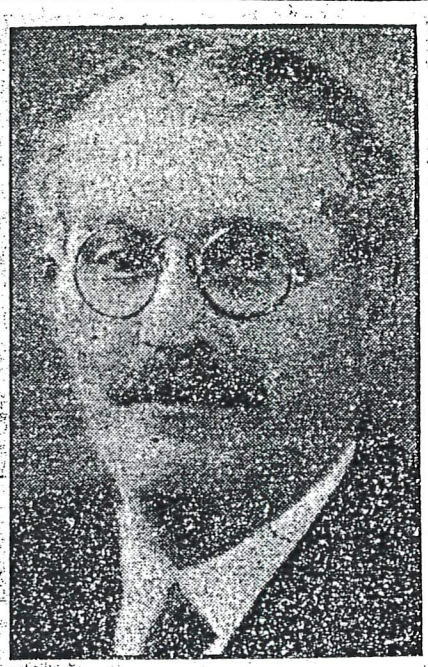
It was in 1893 that Mr. Buseck came to the United States, landing at New York. Shortly thereafter he went to Omaha, Nebr., where he had charge of the public gardens.

Mr. Buseck's work next called him to Memphis, Tenn.—two years after going to Omaha—where he laid out Raleigh Springs, a resort. In 1897 he returned to New York to lay out the gardens of Jacob H. Shiff, one of the Kuhn, Loeb partners and later planned the gardens of H. Kemp, at that time the world's sugar "king."

A year after reaching New York Mr. Buseck became superintendent of public parks at Paterson, N. J., where he remained a year and a half. Leaving there, he returned to Memphis, to enter business as a florist, where he remained until 1909.

Upon leaving Memphis, Mr. Buseck went to Hawthorne, N. Y., where he grew cut flowers for the wholesale market for nearly 10 years. He came to Asheville in 1918 and was employed by Karl von Ruck for one year. He then became private gardener for Mrs. Charles A. Webb, laying out and landscaping her grounds. In 1921 Middlemount Gardens was begun, and has grown to where it now has the largest greenhouses in North Carolina. The gardens' Asheville store is located on Haywood street.

Middlemount Gardens ships flowers over most of the South—as far away as Jacksonville, Memphis and Birmingham. At present it is specializing in carnations.



OTTO BUSECK

On January 2, 1909, Mr. Buseck married Miss Emily Nathan, at Memphis.

He is a member of the B. P. O. E., is a Scottish Rite Mason, a Shriner, member of the Southeastern Florists association, the National Florists association and the Florists Telegraph Delivery association. He was one of the recipients of the German Red Cross, given to a few Asheville persons who participated in raising a monument in Riverside cemetery to German sailors who died here while interned during the World war.

Mr. and Mrs. Buseck live on Sulphur Springs road.

Nothing pleases him better than to have visitors at the gardens located on Sulphur Springs road, about six miles west of Asheville. He especially likes to have the school teachers bring their pupils for a tour of the greenhouses. It is part of the children's education that should not be neglected, he believes.

Asheville Citizen December 10, 1933

Middlemount Carnations In Great Demand Here

Blossoms Are Said To Be Among Finest Sold In South

The demand for high grade carnations has reached a new high peak this year among the florists of the South according to a statement made by Otto Buseck, manager of Middlemount Gardens, incorporated, greenhouses. "It is practically impossible for us to fill our wholesale orders and our cultivation benches are taxed to the limit in an attempt to avoid disappointing the Southeastern retail florists who depend on us for their supply of carnation blooms." Mr. Buseck said "We have had to increase our carnation cut practically twenty-five per cent this season. Our Asheville retail store, The Flower Shop, too, has noticed a substantial increase in the demand for carnations locally; naturally our first consideration is for the local trade."

"Our rose plants have also developed a very noticeable advancement in the quality of the rose blooms which is most gratifying," Mr. Buseck continued. "Longer stems and larger buds together with an improvement in the coloring, will place our roses among the best in this section, we are sure. It is our intention to continue our experiments in an effort to produce the finest flowers in the South," he concluded.

Middlemount's greenhouses are located on Route 10 (Canton road) approximately five miles out from West Asheville. The public is cordially invited to view the flowers in the process of growing and blooming and open house is maintained every Sunday. Wholesale and retail departments are maintained at The Flower Shop, 38 Haywood street.

Asheville Citizen-Times January 22, 1934

Middlemount Gardens Moving To New Store

Separating Wholesale And Retail Departments Here

"A Shop of Complete Floral Gifts" will be the slogan at the new location of The Flower Shop of Middlemount Gardens, incorporated, 27 Haywood street, which opens for business Monday morning. The uptown store is being moved from 38 Haywood street and an entirely new merchandising plan is to be inaugurated, according to a statement made by the management.

The retail and wholesale departments, which have formerly been operated from the Haywood street store, will be separated and the entire wholesale facilities will be conducted from the greenhouses of this floral firm. The change in business methods has demanded more adequate [illegible] the handling of flowers and Otto Buseck, manager, and Max Crohn, secretary, feel that this move will expedite the services on both retail and wholesale orders. In addition, a retail department will be maintained at the greenhouses where customers may place advance orders for holiday flowers and plants, it was pointed out. The greenhouses will be open to the public at all daylight hours, including Sunday, and a cordial invitation has been extended the public to visit at any time. The Flower Shop will feature a large and varied line of flower and plant containers as well as a complete line of cut flowers and plants for immediate delivery.

MAX CROHN

The Middlemount greenhouses are located on route 10, the Canton highway, about 5 miles from the city. There is plenty of parking space off the highway for visitors.

Asheville Citizen February 19, 1934

Asheville Citizen March 18, 1934

EASTER BLOOMS ARE NOW READY

Middlemount Shows Wide Variety For Easter

The greenhouse of Middlemount Gardens, incorporated, is a veritable bee-hive these days. With Easter but a few weeks away the plants and blooms require special, careful attention. Expert handling is required in order to maintain the high standard of flowers that has been the outstanding policy of this concern every year. Thousands of Easter lilies are being carefully attended and will be featured in the annual Easter flower show which is scheduled for Sunday March 25th at the greenhouse, according to Otto Buseck, manager. An open invitation is extended the public to visit the greenhouses any time. They are located

Asheville Citizen March 18, 1934

PLANS COMPLETED FOR FLOWER SHOW

Thousands Of Gorgeous Blooms Will Be On Exhibition

All preparations have been completed for the annual Easter Flower Show which is staged each Spring season by Middlemount Gardens, Incorporated. This year's main showing will be held at the greenhouses which are located on the Canton highway just a pleasant drive from West Asheville.

Thousands and thousands of gorgeous blooms will be on parade Easter lilies will, of course, hold the center of the stage and visitors are promised a sight that will be long remembered.

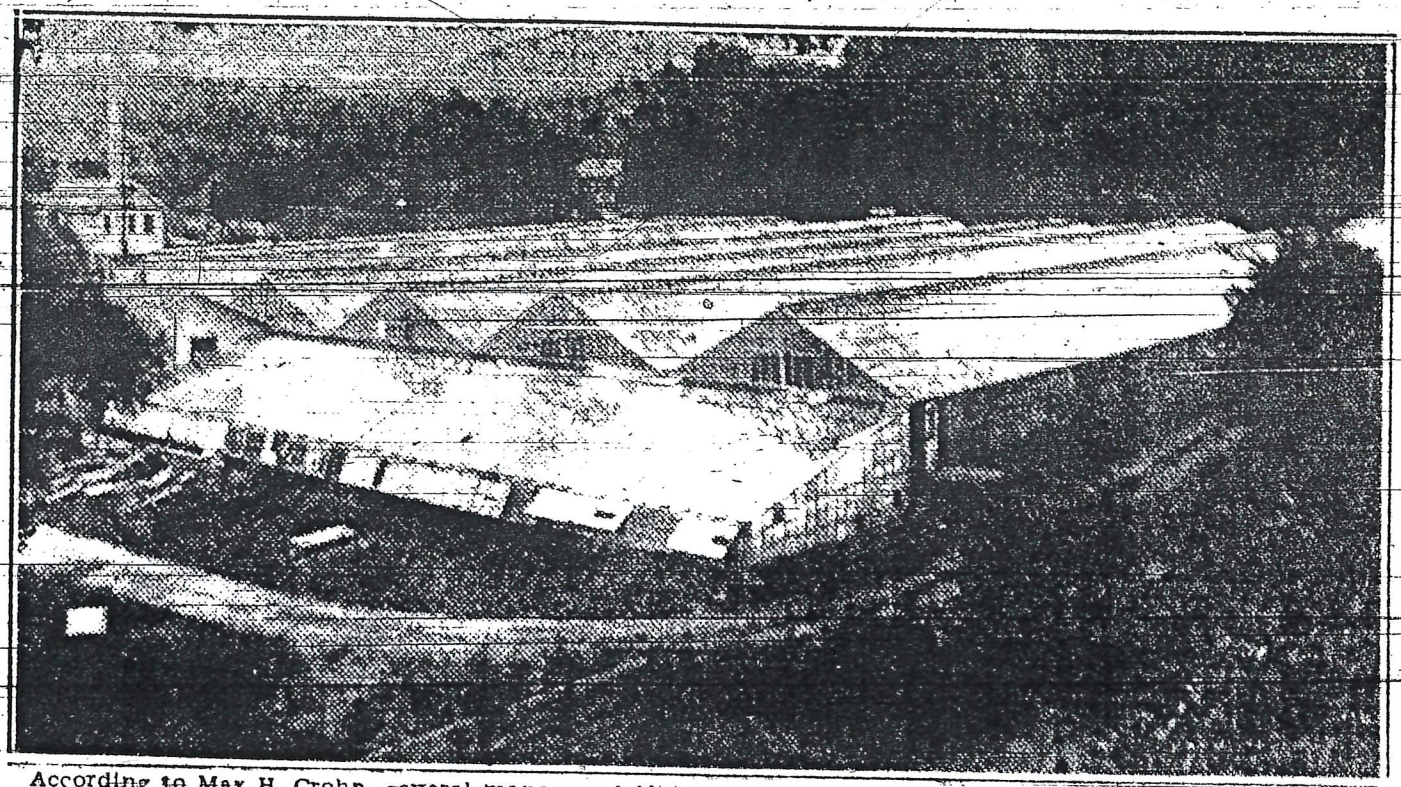
A cordial invitation has been extended the general public. Special arrangements have been made with the West Asheville bus operators who will drive up to the gate of the [illegible] make the trip for 25 cents, it was announced.

Orders can be placed and selections made tomorrow if it is desired. Choice selections are offered at this time and the stock is fresh and will be properly cared for until the time of delivery when it will be appropriately decorated and promptly delivered.

Easter plants and decoration will also be on display at the uptown store, The Flower Shop, Woodfin street beginning Monday.

Asheville Citizen March 26, 1934

Immense Greenhouses Of Middlemount Gardens



According to Max H. Crohn, general manager of Middlemount Gardens and The Flower Shop, on Haywood street, they expect one of the largest flower seasons of the past several years. While not as plentiful this year, indications are that blooms of many varieties will be more perfect.

FLOWER SHOP RIOT OF COLOR

Middlemount Greenhouse Also Invites Public Out

Now that the frost has about destroyed all the flowers in your yard, there is no reason you should be without them during the fall and winter months.

The Flower Shop of Middlemount Gardens, 29 Haywood street, are showing hundreds of the fall flowers and they are beautifully displayed in the windows of the retail store.

Many new and rare plants never before shown in Asheville are on display at both The Flower Shop and at the Middlemount greenhouses. Dish gardens, and plants for them are here in profusion. They are most acceptable for gifts or for your own home.

Max H. Crohn, manager for both The Flower Shop and Middlemount Gardens greenhouses, is enthusiastic about the outlook for flowers for the coming season. Mr. Crohn said, "While flowers this year will not be as plentiful as in some years past, the blooms are more perfect as to coloring and shape than I have seen them in some time."

To insure perfect service, Middlemount Gardens have both the retail store and the greenhouses. It is a magnificent sight at the greenhouses this time of year and the public is cordially invited to come out and see the thousands of 'mums' and other flowers in bloom. It is only about five miles out to the greenhouses through West Asheville on routes 19 and 23. Mrs. Otto Buseck is always at the greenhouses, and it will be her pleasure to welcome you.

Nothing adds more to the home than beautiful flowers, whether they are potted plants or cut flowers and the most excellent varieties shown at The Flower Shop and Middlemount Gardens makes it easy to choose for gifts or your own home.

Flowers are priced more reasonable this year, it is said, than at any

Asheville Citizen November 22, 1934

POTTED PLANTS FOR THE HOME

Now Is Time To Make Ready With Bright Flowers

According to Max Crohn, general manager of Middlemount Gardens and The Flower Shop this is the time of the year to be getting your sunshine flower garden ready. In other words make ready for the plants for the interior of your home that do so much to brighten things.

They have on display all the plants that you will want for your home. One in particular that has a strong appeal is the self branching ivy in pots. Mr. Crohn reports that the florist association says this plant is most popular in thousands of homes throughout Europe.

Football season is at hand and of course everyone knows that "mums" go with football. The Flower Shop is showing the seasons first in the windows and the selection is unusual.

Cut flowers in profusion for every occasion are always on hand at this popular store and prices are as low as will be found anywhere. Mr. Crohn still insists that flowers are not expensive and invites the public in at any time to find out for themselves.

Asheville Citizen October 7, 1935

MIDDLEMOUNT TO HAVE EXHIBIT AT THREE-DAY SHOW

Flowers And Pottery To Be Shown At Radio Exposition

One of the most attractive displays at the Radio and Home Appliance show, will be the one of The Flower Shop of Middlemount Gardens.

Max Crohn, general manager of Middlemount Gardens and the Flower Shop at 29 Haywod street, announced yesterday that he had just received by express a beautiful assortment of pottery most suitable for flowers. "Lovers of flowers will find dozens of pieces of pottery for flowers and the selection is most unusual. These as well as beautiful plants and other household articles will be displayed," said Mr. Crohn.

Middlemount Gardens, located on Haywood road in West Asheville is one of the finest greenhouses in the entire south. Here exquisite flowers are raised and shipped to florists in many different sections of the country. Potted plants by the thousands are raised. One plant in particular that is proving popular is the self branching ivy. Potted and ready to take home, it will add beauty to any room.

The Flower Shop at all times carries a large stock of cut flowers. flowers that are not shipped but raised in Middlemount Gardens and cut fresh each day for the retail store.

Mr. Crohn says that flowers are not expensive. "Many people seem to think that because flowers come from a florist they must be expensive," said Mr. Crohn. "This is a mistaken idea and I wish at all times that the public would come in and find out just how reasonable flowers are priced."

Asheville Citizen October 13, 1935

MONDAY, OCTOBER 28, 1935

FLOWER SHOP TO MOVE SHORTLY

Middlemount Gardens Is Moving To Larger Quarters

Announcement was made earlier in the week by Max Crohn general manager of the Flower Shop and Middlemount Gardens that the Flower Shop would move to new and larger quarters at 64 Patton avenue.

Plans are now being put into effect that will give the Flower Shop one of the finest retail flower stores in the country. Extensive improvements are now being carried out in the new building that will not only allow more space for window display but will facilitate the handling of all delivery orders.

No matter what your desire in flowers may be, the Flower Shop is in a position to meet your demands. For Middlemount Gardens the greenhouses were all blossoms and plants are grown have one of the finest greenhouses in the entire south. Flowers from Middlemount are shipped to many southern states.

Mr. Crohn recently was responsible for the statement that flowers are not expensive. He invites the general public to stop in at the Flower Shop, price the blossoms and plants and find out for themselves how reasonable they are priced.

Now is the time to start an indoor garden, the home can easily be brightened by the addition of a few blooming potted plants. The Flower Shop is in a position to handle with promptness all needs for weddings, banquets and funerals.

Asheville Citizen October 28, 1935

Asheville Citizen October 3, 1937

PUBLIC INVITED TO SEE FLOWERS

Sunday, December 19 To Be Open House At Greenhouses

Max Crohn, general manager of Middlemount Gardens in West Asheville, stated yesterday that Sunday, December 19, would be open house at the greenhouses and that the public was cordially invited to come out and see the Christmas flowers. Middlemount Gardens have more than seventy thousand feet of flower growing space under glass and that thousands of plants are expected to be in bloom on that date.

The retail store at 64 Patton avenue is a riot of color with Christmas flowers of every kind on display. Prices are said to be very reasonable for both cut flowers and potted plants. Christmas wreaths are also on display and they have a large number of most colorful ones for easy selection.

A gift that is most attractive for the home is one of pottery and at Middlemount they are showing hundreds of pieces of lovely Roseville pottery, beautifully packaged at very reasonable prices. The public is cordially invited to come in any day at the retail store to see the flower display as well as the pottery and by all means to come out to the greenhouses on Sunday, December 19.

Asheville Citizen December 11, 1937

Society

ASHEVILLE

"DEDICATED TO THE U

ESTABLISHED 1870

ASHEVILLE, N. C

Sure Signs Of Spring

March 19, 1939

ASHEVILLE TIMES

Middlemount Exhibit Is Flower Show Feature

Here is a scene from a display created by Middlemount Gardens for exhibit in the Garden club show. More than 3,000 individual plants were used in the display, made up of more than 25 varieties. Shown in the picture is Miss Ruth Martin. In each of the four corners of the exhibit, which represents an English garden, are evergreen shrubs and several species of orchids.

Sept 5 1944

MIDDLEMOUNT FLOWER SHOP IS REMODELED

FEB 25 ~~1940~~

New Fixtures, Equipment Are Installed In Building

CITIZEN

Remodeling of Middlemount Flower shop, at 64 Patton avenue, completed yesterday after two weeks of work, has converted the establishment "from a store to a shop", Max H. Crohn, president of Middlemount Gardens, Inc., said yesterday. The work was done mainly at night, and business was carried on daily.

Beauty and an effect of spaciousness has been attained by the removal of counters and rearrangement of displays in the shop, giving maximum visibility to every object. Pottery, tables, and shelves are used to advantage and all counters and other obstructions have been removed.

Knotty white pine, coated with clear varnish to bring out the grain, lines the wall, forming an attractive background for the flower displays. The ceiling of white bevelboard is an excellent aid to the indirect lighting, which closely resembles daylight. The floor has been recovered with new Dupont Kolorfloor.

The refrigerator is the outstanding addition to the equipment of the Middlemount shop. A Friedrich floating air, draftless model, it utilizies neon lighting to accentuate the colors of the flowers. Modern heating units have been installed which speed circulation of the air and eliminate irregular heating.

Asheville Citizen February 25, 1940

Don't Sign
A Home Front Pledge !

Unless you feel in your own heart that by so doing you will actually abide by that to which you have affixed your name.

Don't Buy
An Extra War Bond !

If you think that you are depriving yourself of something. We cannot THINK it is a deprivation . . . we must KNOW that to do without something important to us is being truly a REAL American.

Don't Save
Your Waste Fats !

Unless you find a real sense of pride in doing your share of LITTLE things to aid your country at war.

Don't Fail
To Help Black Market

Because every time you do you are sticking a knife not only in your own body but stabbing a neighbor in the back . . .

DON'T FAIL—

To do every single thing that your mind and body are capable of to help . . . no matter how small you may think it is . . . it is the concerted efforts of 133,000,000 people of FREE America that will carry us on to certain VICTORY.

Middlemount
FOR FLOWERS
PHONE 815
We Telegraph Flowers 64 Patton Ave.

THE NEWS PERSONALITY OF THE WEEK

By TOM CUSHING

W. Ash. News, 9-22-44

* * *

MAX HENRY CROHN

* * *

Max Crohn was starting from town to his Middlemount Gardens greenhouses on Haywood road at Sulphur Springs one cold winter night. A not-too-warmly clad man standing at the curb signalled him for a ride. Max stopped and the stranger got in the car.

As he drew near the end of his trip Max asked the stranger where he was going.

"I live up Spivey mountain a little piece."

"Well, that's not much further. I'll take you on home."

The passenger did not say a word until he signalled Mr. Crohn to stop. As he got out of the car, "Thank you, Mister. You're a Christian gentleman. I needed that ride."

"You're welcome," Max Crohn said, "but I'm not a Christian. I'm Jewish."

"Mister, I'm a minister of the Gospel, and I still say you are a Christian." He offered his hand, then walked off into the night.

In the basic sense of the word "Christian" that preacher was right. For above everything else, the Nazarene taught consideration for people less fortunate than ourselves, and true brotherly love. In Asheville I have many Jewish friends who practice markedly Christian charity. Max Crohn is one.

Thinking that Max might be a nickname, I asked my friend what his full name was.

"Max Henry Crohn."

"Then you are not orthodox. You are Reformed Jewish," I said.

"That's right. I'm a past president of the Beth-ha-Tephila congregation here, and also past president of Asheville Lodge 714, B'nai B'rith. But how did you know I was a Reformed Jew?"

"Because you have a middle name, Max. My now departed but no less beloved friend, the world famous impressario Roxy, told me no orthodox Jew ever had more than one given name."

"That's right, Tom. I'd never thought of it."

Max Crohn, for so he is widely known among the first citizens of Asheville, was born in Memphis, Tenn., Sept. 7, 1902. His black hair and flashing, black eyes, coupled with a charming boyishness, make him appear much younger than his 42 years. The enthusiasm which is a major characteristic of Max Crohn has proved him a valuable worker on such worthy civic duties as need to be done. There are few major local movements for good that have not benefitted by his abilities.

We were talking in the down town shop of Middlemount Gardens at 64 Patton avenue, Max and I. From time to time customers would enter, and Max would excuse himself to wait on them. Mr. C. S. Fletcher came in to return some huge jars borrowed by the Men's Garden club for their flower show. Then a lovely young lady entered to ask Max to help her decide the flowers for her coming wedding. "My mother will wear blue and the groom's mother will wear lavender," I heard her say. Max reached into the big glass-front refrigerator containing a myriad of blooms and took out a delicate, pure white flower, dainty as the girl herself. "This is a very rare blossom," he said.

At this point Mrs. Otto Buseck, aunt of Max Crohn and widow of the fondly-remembered founder of Middlemount Gardens, came in the store. Her affectionate greeting to the nephew who is no less than a son to her, was beautiful to see. She joined me and we chatted while Max was busy.

"Max is a good boy, Mr. Cushing," she said proudly. I learned that his father died when he was one year old. Young Max attended the public schools of Memphis, then went to work with a big plate glass company of that city. When he was 19 he came to Asheville to be associated with his uncle, Otto Buseck, at Middlemount. He has been there ever since; and on the death of Mr. Buseck in March, 1934, Max Crohn assumed full management of these famous greenhouses, which grow carnations for distribution to the entire southeast. Middlemount has developed one magnificent blossom in the carnation known as the "Middlemount Red." It is a dark red bloom, and very popular wherever it is shown.

Leadership ability is an inborn talent of Max Crohn. He is past president of the Southeastern Florists association and acting president for the duration of the war. It is interesting to note the system under which this association rotates its officers. The immedate past president automatically becomes first vice-president; so that, in an emergency, the organization has available a man of experience to take the chair. This happened in the florist group when its president went to war: Max Crohn became acting head again, and all runs smoothly. The system might well be borrowed by other organizations.

Mr. Crohn is past president of the Temple Brotherhood. He is a Kiwanian, an Elk, a member of Mt. Herman Lodge, Mason, and belongs to the Asheville Consistery of the Scottish Rite. A member of the Asheville Country Club, golf is his favorite recreation. I asked him how he played.

"Well, Tom—if a man plays under 80, they say he is neglecting his business. If he plays over 80, he is neglecting his golf. I guess I'm neglecting my golf," he said with a grin.

Certainly Max Crohn will neglect his personal pleasure if it interferes with what he should do in either business or civic interest. Or with his beautiful home life which, at 75 Mt. Vernon Circle, he shares with Mrs. Crohn and the children, Miriam and Max H. Jr., both students of Asheville schools.

MIDDLEMOUNT IS OBSERVING ANNIVERSARY

CITIZEN DEC 2 1945

In celebration of the 25th anniversary of the opening of Middlemount Gardens, Inc., the firm presented $50 to the Salvation Army Christmas Cheer dime board and 25 employes will adopt 25 children in the Santa Pal project, it was announced yesterday by Max Crohn, president of the company.

Middlemount Gardens opened for business Dec. 1, 1920 with a small counter space at 45 Patton avenue in the Lowenbein Rutenberg store. Middlemount Nurseries, as it was then named, moved to more spacious quarters at 33 Haywood street in 1922 and 11 months later moved to their present location, 64 Patton avenue.

Mrs. Charles A. Webb was president of the company from its opening until 1938 and Otto Buseck was manager until his death in 1934. Mrs. Buseck and Mr. Crohn purchased Mrs. Webb's interest and have been operating the company since. At present Middlemount greenhouses are known as the largest in Western North Carolina and among the five largest in the state.

Asheville Citizen December 2, 1945

Middlemount Sells Gardens To Jarrett

AUG 16 1949

Middlemount Gardens, Inc., has sold its greenhouse properties just outside the West Asheville City limits to Mr. and Mrs. L. E. Jarrett and will continue in the retail business only at the Middlemount Flower Shop at 64 Patton Avenue, it was learned today.

Mr. and Mrs. Jarrett, for nearly 25 years identified with the growing of flowers here and as authorities on hardy perennials, with their son, Victor M. Jarrett, have already taken over the Middlemount Greenhouse properties, consisting of nine acres of land, an eight-room residence and approximately 50,000 square feet of greenhouse area. Tax stamps on the real estate transfers show the property was an outright purchase at approximately $25,000.

Max Crohn, president of Middlemount Gardens, Inc., said today that the Middlemount Flower Shop will have no further operating connection with the greenhouses and will continue in the retail business at the same Patton Avenue store. The Middlemount Greenhouses will be known as Jarrett's Greenhouses, No. 2.

The Jarretts have approximately 15,000 square feet in greenhouses at their home on Monte Vista Road. Acquisition of the Middlemount properties gives them approximately 65,000 square feet of glass-covered gardens, one of the largest plants in the country, with possible exception of the Shelby greenhouses.

Mr. and Mrs. Jarrett began growing flowers, with emphasis on perennials, as a hobby here about 25 years ago. They developed one of the largest perennial areas in the country, three acres, on the Monte Vista Road. They then built their greenhouses and expanded in the wholesale and retail business.

The Middlemount Greenhouses were erected about 1925 by Otto Busick and Mrs. Charles A. Webb. Mr. Busick died about 13 years ago. Mrs. Busick and the greenhouse staff continued on with the work. Mrs. Busick still resides in the Middlemount residence. Crohn has supervised the entire industry for several years, but said he wants to concentrate on the retail business here.

Jarrett said today that the Jarrett's Greenhouses will soon be open to the public, an announcement of which will be made as soon as some changes have been made. The greenhouses will serve florist shops here and elsewhere, as well as cater to retail trade.

At the present time, Jarrett said the greenhouses are planted about 80 per cent in carnations, 45,000 plants being developed for next year's crop. The greenhouses will also specialize in potted plants.

Asheville Times August 16, 1949

Announcing the Opening of

MIDWAY CLEANERS

528 HAYWOOD ROAD PHONE 1930

QUICK SERVICE OUR SPECIALTY
Clothes Called For And Delivered

SPECIALIZING IN QUALITY DRY CLEANING

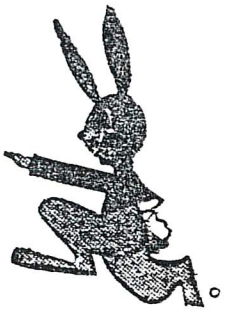
PLAIN GARMENTS
CASH AND CARRY. 50c

West Asheville News February 1, 1946

Where Clothes Are Cleaned Better

Still Time to Have That
Favorite Suit or Dress
Cleaned
BEFORE

Easter



MIDWAY CLEANERS

528 HAYWOOD ROAD TELEPHONE 1930

West Asheville News April 12, 1946

Southern Dairies Ice Cream
Magazines - Smokes
Best Grades of Candy
MINIATURE DRUG and
SUNDRIES SHOP
233 Haywood Rd. Phone 4160

West Asheville News March 22, 1946

DRY CLEANING SERVICE

Call **1930**

CASH & CARRY

ALSO

PICK-UP AND DELIVERY

HATS BLOCKED
ALTERATIONS

(C-126)

MIDWAY CLEANERS

528 Haywood Rd. - W. Ashe.

Asheville City Directory, 1947

PHONE 2-2911 WENDELL H. DAVIS, Prop.

MIDWAY CLEANERS

528 HAYWOOD RD. WEST ASHEVILLE, N. C.

1949 Standard Railway Employees Seniority List

Asheville Citizen October 25, 1940

J. R. MILLS
STAPLE AND FANCY
GROCERIES
Green Vegetables, Country
Produce.
FRESH MEATS
Phone 2948
618 Haywood Road
West Asheville, N. C.

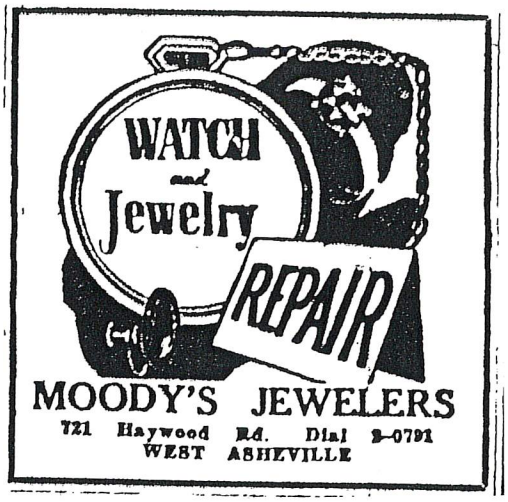
Miniature Drug And Sundries Shop Now Open

Mr. and Mrs. J. D. Franks, formerly of Miami and Franklin, have purchased and are now operating the drug store and refreshment parlor at 233 Haywood Road, West Asheville. They will operate the business under the name of the Miniature Drug and Sundries Shop.

The shop is a favorite rendezvous for school children, as there is a select assortment of Southern Dairies ice cream, the best grades of candies and sandwiches, together with smokes, magazines and drugs for adults.

Mr. Franks at one time was associated with Pan American Airways in Miami and with Fontana dam in Western North Carolina. Both Mr. and Mrs. Franks are enthusiastic about the future of this entire mountain area and foresee a big tourist season ahead next summer.

West Asheville News March 1, 1946



Asheville Citizen March 15, 1946

REMEMBER

Moody's Jewelers

721 Haywood Rd. West Asheville

For

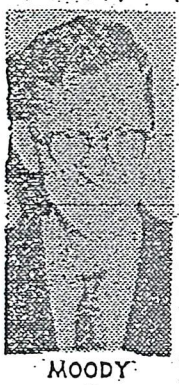
WATCHES DIAMONDS

& WATCH REPAIRING

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

MOODY'S JEWELERS

Moody's Jewelers, 735 Haywood oad In West Asheville, was ounded In 1948 by E. C. Moody, wner. The store was just this ear moved to its present location. Moody's features such famous ames as Bulova and Elgin watches, Keepsake Diamonds, world known Samsonite luggage, Speidel and J.B. watch bands, and Gibson greeting cards.



MOODY

E. C. Moody is a Certified Master Watchmaker, having received a diploma from the Horological Institute of America. He says, "We are well equipped to repair all makes and types of watches."

Moody, who is married and has one son, is a member of the West Asheville Lions Club, West Asheville Business Association, and the Grace Baptist Church.

Asheville Citizen November 17, 1960

Ribbon Cutting For New Moore's

The ribbon was cut with a giant pair of scissors this morning signifying the opening of the new Moore's Super Store Inc. at the intersection of Enka road (U. S. 19-23) and Interstate 40. The store, 31st in the Moore chain, features quality building supplies at discount prices. Among those participating at today's ceremonies were (L-R): Frank Leppert, president of the West Asheville Businessmen's Association; Samuel L. Irvin, Asheville Chamber of Commerce president; Miss Asheville, Linda Maney; Mayor Earl W. Eller; Jim Vest, store manager; R. D. Nuckols of Richmond, Va., regional manager, and Wayne C. Klopp of Roanoke, Va., Moore's president. The store's Grand Opening period continues through July 13. (Staff Photo by Malcolm Gamble.)

Announcing

opening of

Morris - Austin Company

1214 Haywood Road - - - West Asheville

handling

Lumber - Paints - Hardware and Building Supplies

Certain-teed Products

Give Us A Call For Anything In Building Materials

Gilbert H. Morris — Frank J. Austin

Morris - Austin Company

Paint & Hardware
Phone 1874

Lumber Yard
Phone 1828

SPECIAL NOTICE

Kindly put this notice in a conspicuous place for future reference, as these telephone numbers are not in the telephone directory, but will be in the next issue.

MORRIS-AUSTIN CO.

has reduced lumber 10% to co-operate with the National Housing Administration and New Home Building program.

We represent several national concerns, co-operating with the administration, and we can assist you in filing loan applications.

We Carry a Full Line of

LUMBER, HARDWARE, PAINTS AND BUILDING MATERIALS

COAL OF ALL KIND

MORRIS-AUSTIN CO.

"JUST AS CLOSE AS YOUR PHONE"

1214 Haywood Rd., West Asheville Phone 1874

Asheville Citizen November 15, 1934

Wagons — Scooters — Skates —
Sleds — Air Rifles—Trciycles —
Rocky - Horses and Numerous
Toys of All Kinds on Wheels.

Look at 'em GO!

Drive Out To Our Store And Save In Our Toyland

You Will Find Our Prices The Lowest In Town.

MORRIS-AUSTIN CO.

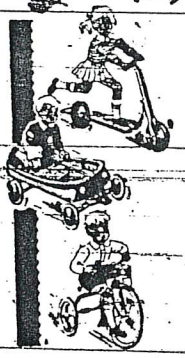
Just As Close As Your Phone
1214-1220 Haywood Road Phone 824-1828

Asheville Citizen December 12, 1937

Bruce Emory Research

SANTA SAYS . . .

Give Them Something They Can Ride . . . That Is What Every Kiddie Wants!



WHEEL TOYS

to Delight Every Child on Christmas Morning

Their eyes will gleam with excitement when they spot a shining Morris-Austin wheel toy under the tree on Christmas morning. Make their dreams come true. We have a beautiful selection of Bicycles, Tricycles, Wagons, Scooters, Skates and Air-Rifles. Our prices are low and can be bought easily. Stop in today.

Morris - Austin Company

Drive A Mile or Two & Save A Dollar or Two

1285 Haywood Rd. TOYLAND Phone 824

BUILDING MATERIAL

Headquarters for The Farmer

Everything For The House — From Foundation To Roof Peak

"Volunteer" Portland Cement
Tapestry—Common Brick
Lumber and Nails
Builders' Hardware
Windows—Glass
Builders' Lime
Plaster—Sand—Stone
Lynchburg Plows
Doors—Frames
Wood and Metal Lath
Gypsum Wall Board
Wetherill's Paint
"Certainteed" Roofing
"Gulfsteel" Metal Roofing
Gutters and Combing
Fencing

SAVE ON OUR CASH AND CARRY PRICES

Red Jacket Water Pumps

FOR SHALLOW AND DEEP WELLS — ASK FOR ESTIMATE

MORRIS-AUSTIN COMPANY

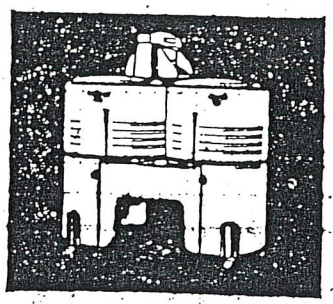
"JUST AS CLOSE AS YOUR TELEPHONE"

TELEPHONE 824 1220 HAYWOOD ROAD WEST ASHEVILLE

ELECTRIC APPLIANCES REPAIRED

PROMPT SERVICE

ALL WORK GUARANTEED



Washing Machines
Radios
Small Appliances
Washing Machine Parts and Ringer Rolls

WHOLESALE

Telephone

1291

MORTON & SCRUGGS DISTRIBUTORS

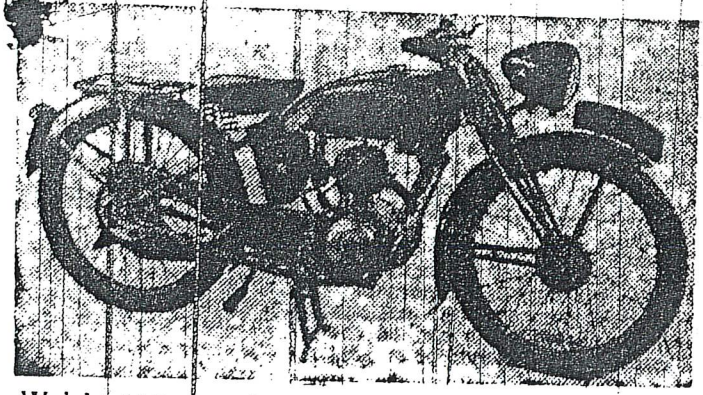
777 HAYWOOD RD., W. ASHE.

(E-45)

Asheville City Directory, 1947

MOTOBECANE

the light but robust motorcycle that has been Europe's favorite for twenty years is now available to American enthusiasts.



Weight 110 pounds
Speed to 60 m. p. h.
85 miles per gallon gas
Steel tube frame
Chain driven
Gear: 3 speeds

Multiplate plate clutch
2 wheel hand and foot brakes
Perfectly Silent
Adjustable shock absorbers

NOW ON DISPLAY AT

MORTON & SCRUGGS

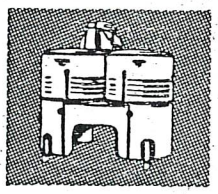
DISTRIBUTORS

777 Haywood Road

Phone 1291

Asheville Citizen April 13, 1947

WASHING
MACHINE
REPAIR SERVICE
ON ALL
MAKE WASHERS



Parts for All Popular Make Washers

- **WRINGER ROLLS**
- **THOR PARTS**

Distributor and Service Station

Distributor for

DEXTER WASHERS
IRONERS & DRYERS

Dial **3-6551**

(W-29)

Morton & Scruggs
Distributors

ESTABLISHED 1945

800 Haywood Rd., W. Asheville

ANNOUNCEMENT

The increased demand for our service compels us to put on a Suburban Wagon. Our Salesman will work West Asheville, Mondays and Thursdays; Woolsey and Grace, Tuesday and Friday; Biltmore, Kenilworth Park and Victoria Drive Every Afternoon.

Palm Beach Suits laundered for fifty cents. We darn your socks, sew on buttons and repair your underwear Free of Charge.

MOUNTAIN CITY LAUNDRY

PHONES 426 and 427

Asheville Citizen May 30, 1915

A New Finer Type of Accommodation
In Asheville, North Carolina
MOUNTAIN TERRACE MOTEL
Fourteen Deluxe Units with All Tile Baths
(One mile west of Asheville on
U. S. Highways 19 and 23)
Owned and Operated
by
MR. AND MRS. Wm. F. HUDSON

From *"The Emmatonian"*, Emma High School annual, 1954

DINING OUT

Food for the soul

Pork chops and service good at Ms. Kasey's

By Susan Parke
CITIZEN-TIMES CORRESPONDENT

WEST ASHEVILLE — There are not many places that bill themselves as purveyors of genuine soul food, so when a friend and got wind of the new Ms. Kasey's Soul Food we made a beeline straight for West Asheville. The restaurant has only been open for a few weeks and is located just past Ingles on Haywood Road in a brick building that at one time housed a small Korean grocery store.

The interior (which has been significantly refurbished) consists of one spacious room with booths and tables. Modern paintings depicting jazz musicians adorn the walls, and soft R&B music plays in the background.

It was around 1 o'clock when we arrived and the place was pretty busy — the crowd ranged from young people to old, from kids to businessmen in three-piece suits. We were shown to a booth and checked out the menu while our server, Inez, went to get our iced tea. The menu is fairly small — smothered pork chops, oven-roasted top round, fried chicken and fried fish with an assortment of vegetable sides. There are also several hot sandwiches and desserts.

Service was quick, friendly efficient — and our iced tea was fresh brewed, which is always a good start.

My friend ordered Ms. Kasey's Famous Smothered Pork Chops with sides of fresh green beans, real mashed potatoes and homemade cole slaw. I went for the oven-roasted top round with macaroni and cheese, pinto beans and fresh ed greens. Our meals arved in record time, accompanied by buttermilk biscuits. One bite told us that the pork chops were the signature dish of the meal. They were thick, and so tender they were almost falling off the bone. They had been dredged in flour seasoned with what tasted like sage, thyme and cayenne, and the same seasonings were in the excellent gravy with which said chops were smothered. The cole slaw was creamy and very tasty, while the biscuits were very light and fluffy. My top round was thinly sliced and very tender as well, and the gravy was quite nice, but lacked the homemade flavor of the sauce served with the pork chops. The macaroni and cheese was good with lots of melted cheddar on top, and the pinto beans (although I'm not sure they were home-made) were well-seasoned and savory.

The rest of the side dishes, however, were somewhat disappointing. The 'real' mashed potatoes had the unmistakable taste of coming out of a box — and although there are some relatively good varieties on the market now, they are no substitute for the real deal. And the 'fresh' green beans clearly came from a can. The 'fresh' mixed greens didn't really taste fresh-cooked to us, although they were very good with a little spicy vinegar on them. In fact, our favorite condiment was a small bottle of vinegar containing slices of what appeared to be Scotch Bonnet peppers. It was extremely hot and had a great flavor.

This is a pleasant restaurant, and we certainly got plenty to eat, but our meal ($25 with tip) struck us as a little pricey for what we got. It also seemed as if the menu descriptions in several cases were a little less than accurate. Still, there are always a few kinks to work out in any new business. The people running Ms. Kasey's are very friendly, the service is excellent and the pork chops are awfully good.

Anthony Greco/STAFF PHOTOGRAPHER

The Wallaces enjoy a meal at Ms. Kasey's Soul Food restaurant in West Asheville. On the far side of the table is Tonya, left, and Kiya Wallace. Caleb, right, and Sovuoy Wallace sit across from them.

Ms. Kasey's Soul Food

WHERE: 697-A Haywood Road
PHONE: 251-2999
SMOKING/DRINKING: No smoking or alcohol
HANDICAPPED ACCESSIBLE: Yes
PRICE RANGE: $5.60 (sandwiches) - $9.45 (pork chops with 3 sides)
PAYING FOR IT: Accepts major credit cards
HOURS: 11 a.m. -9 p.m. Tuesday-Saturday

Susan Parke writes about dining for the Citizen-Times. E-mail Parke at StheodosiaParke@aol.com with comments and recommendations on restaurants to review in the future.

Asheville Citizen November 2001

Munchie Machine rides, Slow Food prez visits

Getting the munchies: The Munchie Machine (piloted by Bethany Evens, at left) delivers everything from beer to sandwiches from West Asheville businesses.

PHOTO BY JONATHAN WELCH

What to do when you're hungry (or thirsty) on the West side

You're sitting at home, drinking with friends. You need more beer. And maybe a seven-layer burrito — or maybe a cheese pizza would hit the spot. Who do you call so that you don't have to hit the road after tying one on? Call Bethany Evens, who owns the Westside Munchie Machine, a West Asheville delivery service, and Sweet B's, the Machine's late-night counterpart. "We stay sober so you don't have to," says Evens.

Evens, a former accountant, kick-started her delivery concept after spending some time assisting West Asheville's Favilla's Pizza with its high delivery volume. The Munchie Machine grew somewhat organically out of that enterprise, taking on more and more West Asheville businesses — now Evens will deliver from any West Asheville restaurant.

Delivery service includes the Magnetic Field, Westville Pub, The Hop West (including the almost-famous ice cream for dogs), Viva Deli and more. If it's open, says Evens, you can order from it. "We want to offer delivery of the unique foods of West Asheville to help the small businesses grow," says Evens. "The point is to market to the local community to advertise and support the local businesses — to put them out there so people think to choose local restaurants when they purchase food."

But the delivery service is not limited to food alone. The West Village Market and Deli lies within the delivery area, says Evens. Could someone conceivably order a box of maxi-pads, a bottle of wine and a bar of chocolate, I ask? "Absolutely," says Evens. "We try to limit it to five items or less, especially if we have other deliveries to make."

Though the business model is designed to focus on and promote independent West Asheville businesses, both the Munchie Machine and Sweet B's will pick up just about anything, including tobacco products, beer and fast-food drive-through fare. Sweet B's, says Evens, specializes in delivering late-night party essentials. "Pretty much anything that's legal and available for purchase. It was really started with the intention to try to limit that amount of drunk drivers that are on the streets out here at nighttime."

For now, only West Asheville-dwellers can use the service (the Munchie Machine website has a helpful map so that you can determine whether you qualify). "For now, we deliver to West Asheville and the River Arts District. We're not sure how long it will take, but the intention is to bring the West to the rest, eventually. We're starting out small for now, and growing in our local community before we get too big."

Late-night delivery is available from Sweet B's Thursday through Saturday, from 10 p.m. until 1 a.m. The Munchie Machine is available Monday through Friday from 11 a.m. until 9 p.m. and on Saturdays from 10 a.m. until 8 p.m. Visit the website for payment details and delivery charges: westsidemunchiemachine.com. For more about Sweet B's, visit sweetb-delivers.com or call 458-5993.

MUSE TRANSFER

Local and Long Distance
Hauling

103 Montana Ave. Phone 717

"We will move you Anywhere Under the Sun"

COAL

BUY NOW AT LOW
SUMMER PRICES

MUTUAL COAL CO.
W. S. JOHNSON, Gen. Mgr.
BERT STARNES, Office Mgr.
440 Haywood Road Phone 243

Calvary Baptist Church Directory 1926

COAL

BEST GIFT for YOU!

Coal that gives BETTER HEAT, Less Ash, and is Economically Priced.

Coal, Coke, Kindling—

Phone 243

MUTUAL COAL CO.

BERT STARNES, Mgr.

"We Make Warm Friends"

We Recommend

Red Ash

Egg

For a Quick, Hot Fire

"We Make Warm Friends"

Mutual Coal Co.

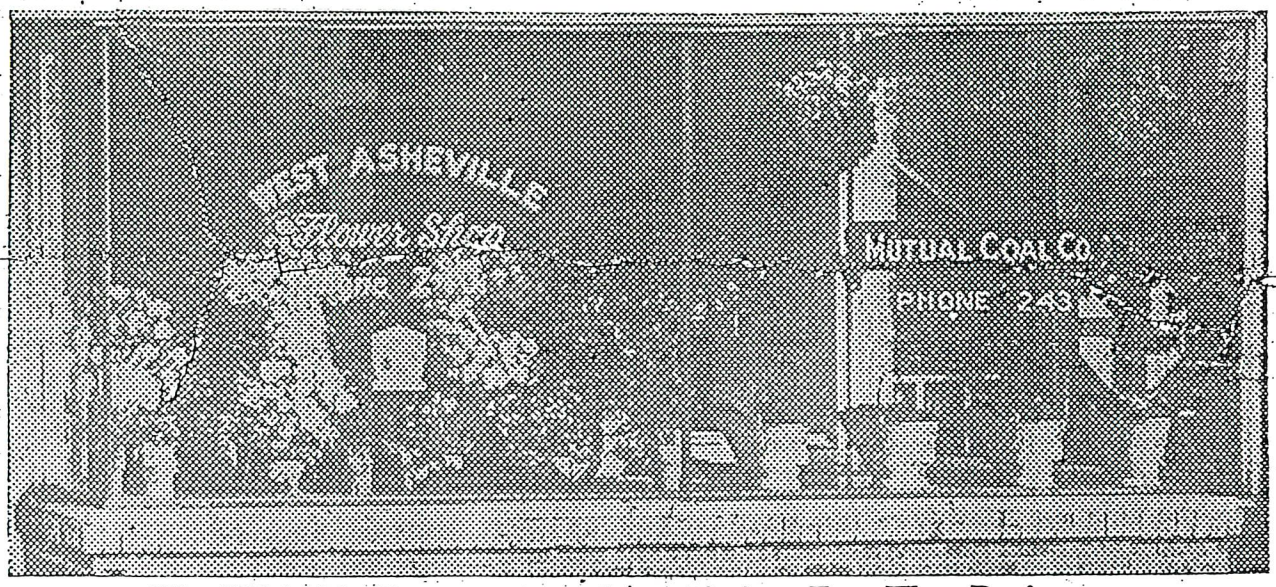
BERT STARNES, Mgr.

Phone 243

Participating in Trade Jubilee

Cherokee Block

Is slow burning, makes few Ashes, and is really better for heating purposes.



We Wish To Express Our Appreciation For The Business Extended Us From The People Of This Community.

WEST ASHEVILLE FLOWER SHOP

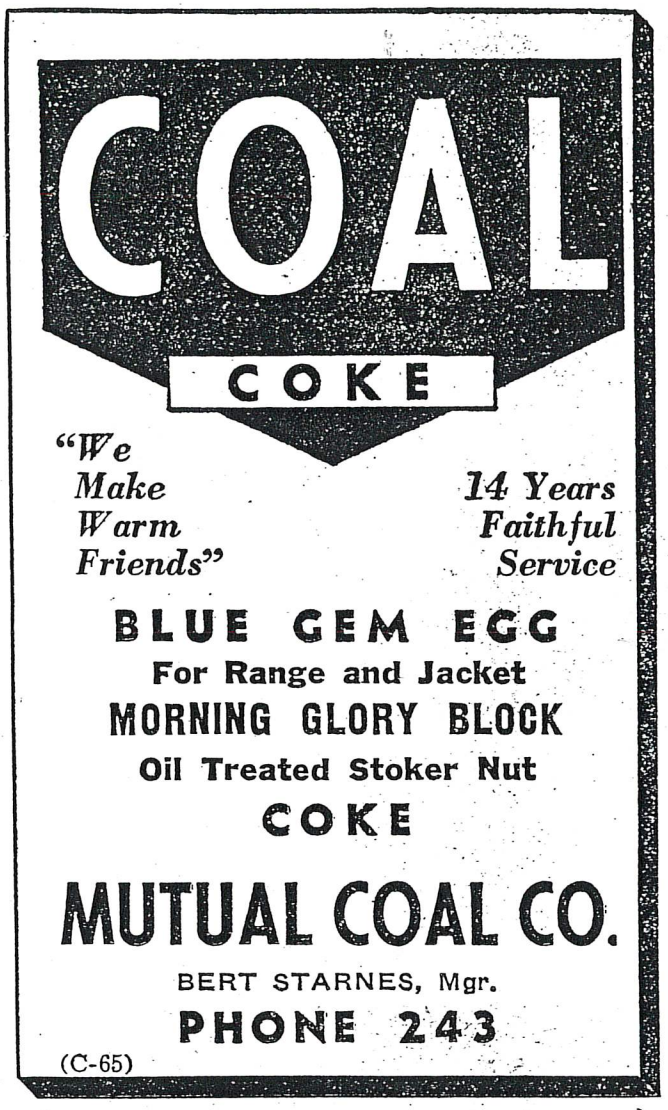
755 Haywood Road
"Funeral Designs A Specialty"
Mrs. C. M. Williams Bert Starnes

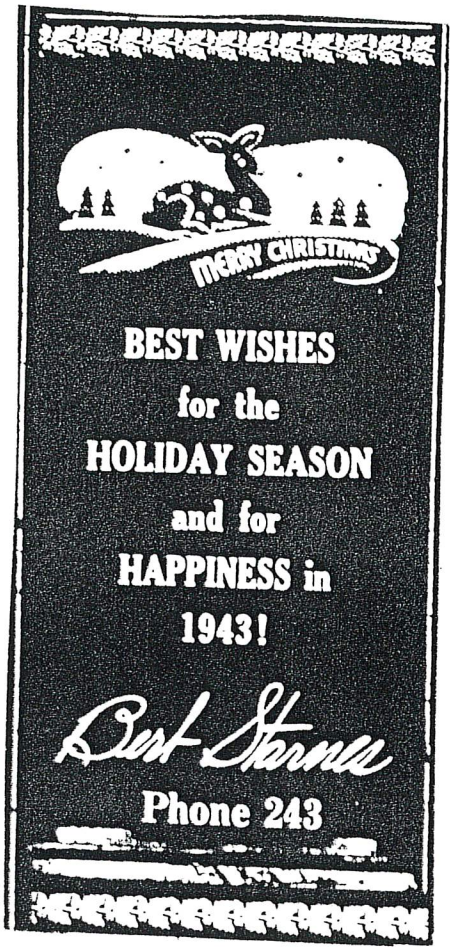
COAL — COKE — KINDLING

MUTUAL COAL CO.

BERT STARNES, Mgr.
"Serving West Asheville Since 1925"

West Asheville Flower Shop & Mutual Coal Company 755 Haywood Road
Asheville Citizen Times December 12, 1937


COAL
COKE
"We Make Warm Friends"
14 Years Faithful Service
BLUE GEM EGG
For Range and Jacket
MORNING GLORY BLOCK
Oil Treated Stoker Nut
COKE
MUTUAL COAL CO.
BERT STARNES, Mgr.
PHONE 243
(C-65)



West Asheville News December 25, 1942

"WE MAKE WARM FRIENDS"

Forty-three years ago we moved to West Asheville very much against my wishes. I didn't like living in the country. There were few houses, well scattered, and one four-roomed school house with big long hall down the center where we played on rainy days.

Eighteen years ago I moved back to West Asheville as a chosen spot to establish the home of my boyhood dreams. Lots of changes have been made in the community and most of them for the better. There are plenty of improvements yet to be made and it is my sincere desire to take part in each and every one of them.

Burt Starnes

MUTUAL COAL COMPANY

Phone 243

West Asheville News June 11, 1943

CALL
NATIONAL CLEANERS and DYERS
540 Haywood Road
FIRST-CLASS WORK
PROMPT SERVICE ALWAYS
PHONE 597

NATIONAL CLEANERS & DYERS
W. F. HENSLEY, Prop.
TELEPHONE 597—PROMPT SERVICE
540 Haywood Road Asheville, N. C.

West Asheville Presbyterian Church Directory 1933

National Cleaners

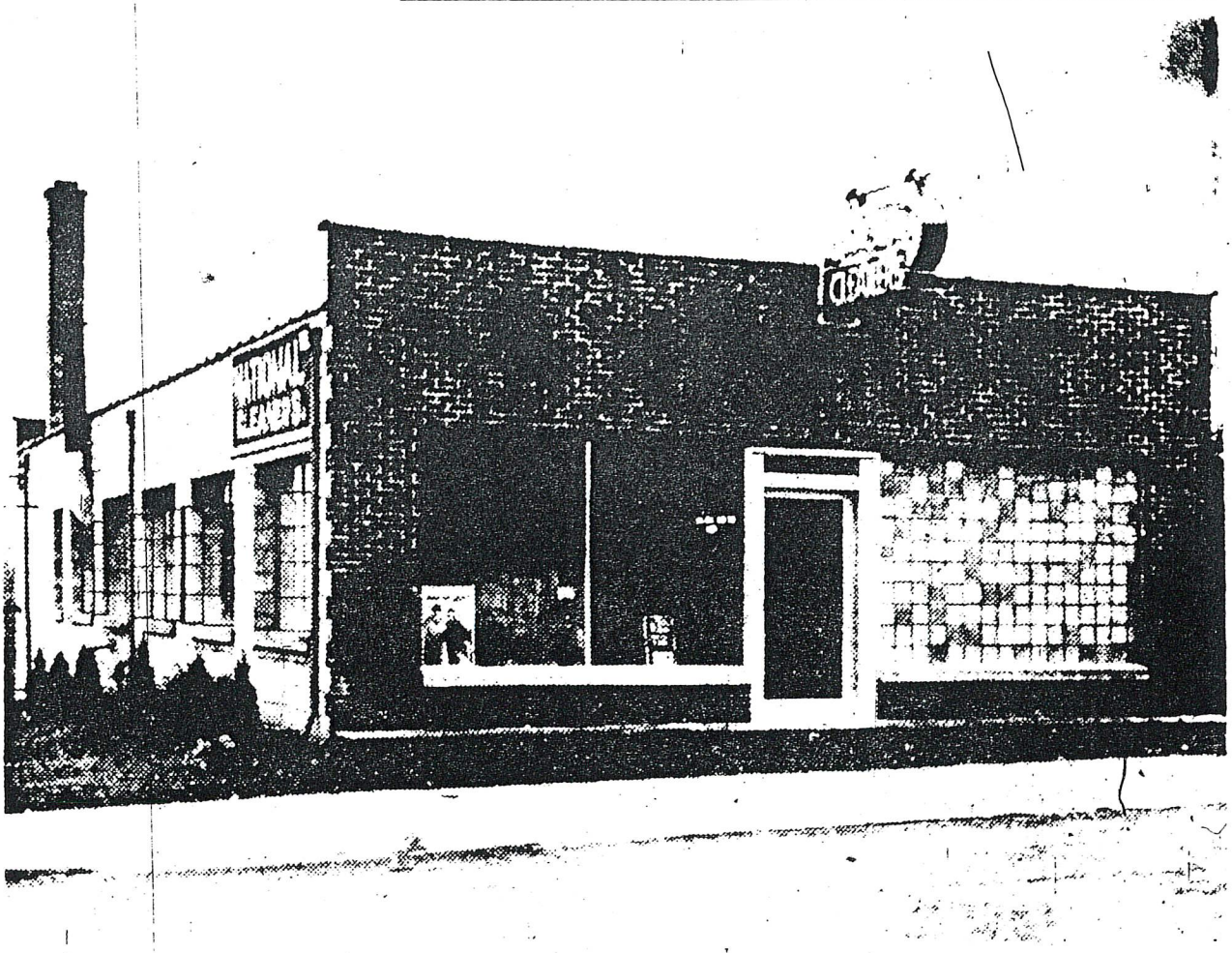
W. F. HENSLEY, Prop.

Prompt Service

We Appreciate Your Business

540 Haywood Rd. Phone 597

SMART
GIRL!
Smart enough to know how to make a stunning impression on others; and how to keep within her budget.
From long experience she knew that NATIONAL CLEANERS could be depended on to make her dress look like new—to make the material look as it did when it left the shop of her favorite modiste—so much that she wanted—at so little cost.
National Cleaners
Phone 587
540 Haywood Rd.



NEW HOME FOR CLEANERS—The National Cleaners have been serving residents of West Asheville for 23 years, and have recently moved into their new building at 548 Haywood Road. W. F. Hensley, owner, opened his first office and plant at 540 Haywood Road 23 years ago next month. The new building is of brick and concrete block with a modern glass front. It is 32 by 90 feet, and contains the office, assembly and finishing rooms for the dry cleaning establishment.

Bruce Emory
Research

Old Established Dry Cleaning Firm Is Now In New And Modern Plant

WILLARD F. HENSLEY

After more than 23 years at 540 Haywood Road we have been forced, by expanding business, to build a larger plant. We believe our new home at 548 Haywood Road is as modern as any Dry Cleaning establishment in Western North Carolina.

We cordially invite our customers to visit us for an inspection of our new home.

NATIONAL CLEANERS

WILLARD F. HENSLEY, Owner-Manager

548 Haywood Road, Dial 6351 — Branch 72 Charlotte St., Dial 9204

National Cleaners, 548 Haywood Road.
Asheville Citizen-Times October 24, 1951

Bruce Emory
Research

25th Anniversary

1928

•

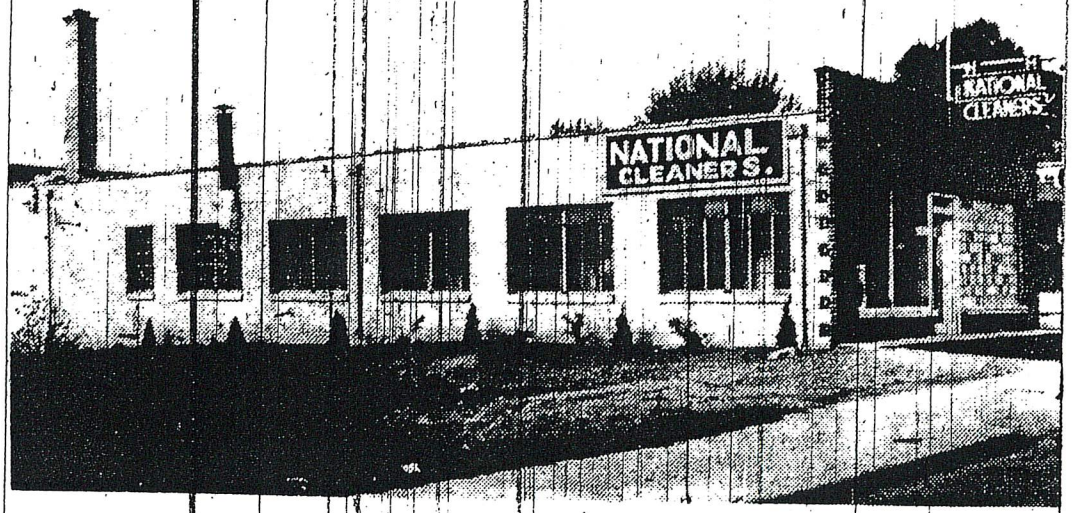
1953

An Event We Celebrate With Pride . . .

MY personal expression of the appreciation that this occasion brings forth, is difficult to state in words. To you, my friends and customers who made this 25 years of progress possible, I am more than grateful. In keeping with the principles which are the foundation of the National Cleaners, I pledge myself to merit your confidence and valued patronage through all the years to come.

You are cordially invited to visit our plant any day of the week and see how your garments are cleaned.

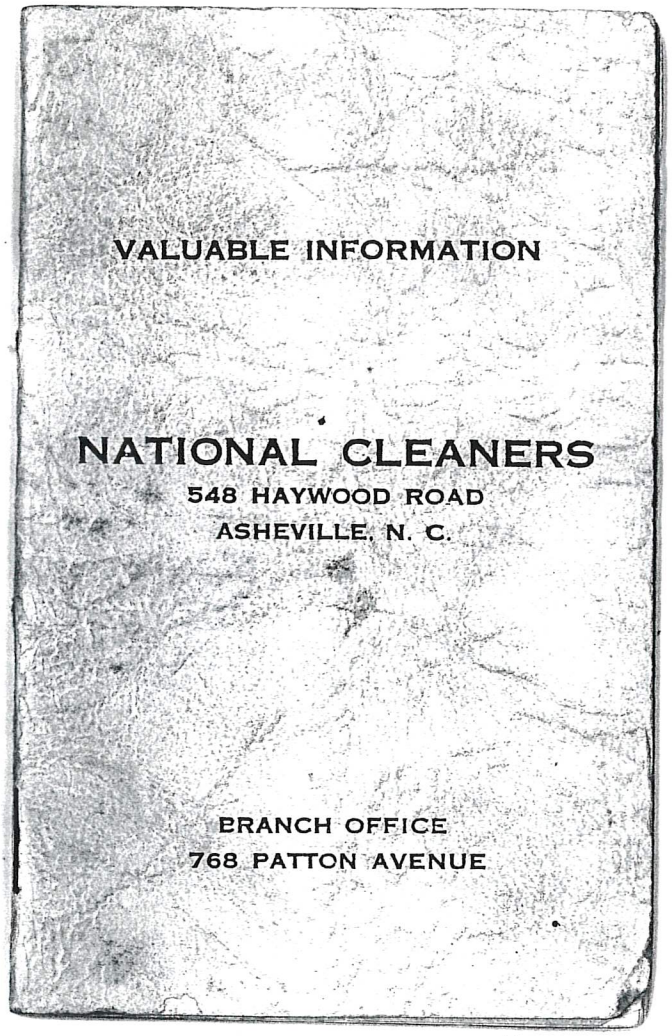
Silver Dollars Will Be Theme of Our Silver Anniversary



NATIONAL CLEANERS

MAIN OFFICE 548 HAYWOOD RD., WEST ASHEVILLE—DIAL 6351

Branches: 753 Haywood Rd. and 72 Charlotte St.


VALUABLE INFORMATION
NATIONAL CLEANERS
548 HAYWOOD ROAD
ASHEVILLE, N. C.
BRANCH OFFICE
768 PATTON AVENUE

8 Coupons good for 10% discount on any order of Dry Cleaning that amounts to over $1.00. Good for July & August only.

Name_____

Address_____

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Dry cleaning calls for more painstaking skill and knowledge than most of us realize or appreciate. Unfortunately, among those who don't seem to know it or care are a great many cleaners themselves.

Most customers are aware that dry cleaning is not **dry** cleaning. It is cleaning with fluid solvents to which a soap or detergent is often added.

Both petroleum and synthetic solvents are equally efficient. But the solvent treatment itself is one of the comparatively inexpensive and easy parts of the dry-cleaning process. It is more important to understand what should be done before and after the solvent is used. You will then know what you have a right to expect from the cleaner and what demands are unreasonable (as many are). And you can get better work for your money.

When your garment arrives at the cleaner's, an inspector examines it for tears, for trimmings that will not withstand the solvent process and must be removed and for stains that should be taken out beforehand. Some stains, like coffee, tend to become set by the heat of cleaning, drying and pressing, unless the cleaner removes them first.

The inspector sorts all garments according to color and material so that those of the same nature can go through the solvent together.

A worker removes the customary collection of lipsticks, matches, chewing gum, candy, razor blades, fountain pens, pencils, jewelery and small change from pockets and cleanses the pockets and creases of lint, tobacco and powder, sometimes by a special machine using brushes or vacuums. Lipsticks left in pockets and linings are the bane of the cleaning industry. They often dissolve in the solvent and spread damage through a whole batch of clothes. Plastic fountain pens dissolve too, with a supply of ink to complicate the damage.

With thirty to two hundred and fifty pounds of other clothes, your garments then go into a dry-cleaning washer (somewhat like your electric washer at home) that revolves and agitates them for about twenty minutes in the cleaning solution. This should remove all dirt, oil, fat, grease, wax and tar. Although the same fluid is used over and over again, machines constantly filter or distill it to keep it clean and pure.

Next the load goes into a whirling extractor to remove all solvent. Warm air chambers dry the clothes and remove odors.

From there they go to the most highly skilled worker in the plant, the spotter. His job is to remove the more stubborn stains. He should be able to recognize the cause of most stains, know the chemicals that will remove them and determine in advance how each fabric will react to his chemicals.

The bugaboo of the spotter is tannin, an acid in fruit juices, soft drinks, tea, coffee, beer and whiskey. Tannin is the same substance used in making dyes and preparing leather and is extremely difficult to get out of woolens without damaging the material. Chemical manufacturers have offered rewards for the discovery of a harmless eradicator. Often tannin stains do not show up until after cleaning and pressing, so if you've spilled anything from the tannin group on woolens, it's best to let the cleaner know. Liquor stains are doubly hard to remove because, in addition to the tannin, alcohol damages color.

The spotter decides whether a garment is to be washed. Many customers grow indignant when they learn the cleaner has washed their clothes. They could have done that themselves, they think, or had the laundry do it cheaper. For that reason, cleaners prefer to call it wet cleaning rather than washing and the difference between what they do and ordinary washing justifies the term.

After they have set unstable dyes with special agents, they wet-clean many articles individually on a table or board, with gentle soaps and hand brushing. Even when they use a washing machine it is slowed down to a gentle agitation at controlled temperature. Careful cleaners measure a garment before wet cleaning and stretch it back to the original size afterward with a treatment. They hardly ever wet-clean an article without first dry cleaning and the additional work costs the establishment about twenty percent more.

If a manufacturer cheats the customer with shoddy materials or workmanship, it generally shows up in the cleaning. But it is the cleaner who gets the complaint. Knowledge of some of the commoner manufacturing faults helps you to recognize the truth when your cleaner tells it. And you may be able to get satisfaction from the store where you purchased a defective article. Many cleaners will help you prepare your claim. Here are some of the more important:

Fancy buttons made of an inferior plastic often dissolve in the cleaning solvent, marring all the clothes around them. Poor dyes on buttons run. Paper backing disintegrates. One customer demanded seventy-five dollars from a cleaner because color spots ruined a well-tailored beige coat. What had happened was that when the spotter tried to steam out stains around the buttons, the color in them ran over the coat.

Belts, even on expensive costumes for women, are often backed with paper or artificial leather that disintegrates in the solvent. Often too the backings are fastened with a glue that may dissolve. Rubberized and poorly dyed interlinings dissolve and stain through. Decorative trim, poorly fastened, comes off. Most good cleaners won't attempt to clean such belts. It costs them two to three dollars to rip apart and repair a damaged one. Look on your belts for labels that say "Wash or dryclean."

Sequins made of gelatine dissolve in water, color often wears off easily and sometimes numbers of them are held on with a single thread that cannot withstand the mechanical action of the cleaning machines.

Draped dresses also are sometimes gathered with a single thread that breaks easily.

Interlinings of light-hued garments have appeared lately with a cheap black dye that runs through during cleaning. They are used mostly in collars for stiffening. The cleaner has no way of knowing about them without ripping the garment apart. When the black runs through, the only way he can save the garment is to wash out quickly all of the dye in the interlining. If it's still there when you get the article back, it's too late to do anything about it other than make a claim to the manufacturer for damages.

Cotton dresses, as they become finer, are being sent to cleaners more frequently, yet many manufacturers use colors that run together in cleaning, usually leaving a pinkish effect.

Poor dyes aren't always apparent after the first cleaning. Analyses have showed many women to be wrong when they complained to the cleaner, "It must have been your fault it didn't fade when it was cleaned before." Some of these dyes will hold up for four or five cleanings then wash out.

Unavoidable shrinkage may result when you buy without a guarantee against it. Many raincoats, of all things, shrink when wet, yet the light-colored ones have to be wet-cleaned. When buying, translate the shrinkage precentage on the label to inches. Five percent shrinkage means two and a half inches shorter on a fifty-inch dress and one inch narrower for a twenty-six-inch waist. Garments that contain sizing sometimes begin to shrink, after several cleanings have gradually dissolved the filling.

Price of a costume is no guarantee against such defects. You must rely on the reputation of the manufacturer and retailer. Some of the most expensive costumes contain some of the shoddiest materials and workmanship.

Unwittingly, we the customers may be responsible for a lot or damage blamed on cleaners. For instance:

Cold-wave permanents, if carelessly handled, can eat dye on garments they touch, although you may not know it until the heat of the cleaner's drying process brings it out.

Perfume can remove color and leave dye rings. Sometimes it leaves a resinous stain that cannot be removed. Keep it off your clothes unless the maker specifically recommends it for such use.

Dentifrices may spatter unremovable spots on your dressing gown if you brush your teeth without protecting it.

Dirt tends to set in neglected materials, particularly if they have been hung in a warm closet.

Moth damage doesn't always show until after cleaning loosens weakened fibers. Virtually nothing in the cleaning process can make a hole like a moth's, so when garments come back with such holes it isn't fair to blame the cleaner.

Ironing a stained garment may set the stain permanently. If deodorants are ironed in without washing, the acid may weaken the fabric to the point where it gives way at the cleaners.

If you have a claim against your cleaner set a fair price allowing for the use you have already had out of the article. If it is lost, give him thirty days to find it. Then if he refuses an adequate settlement, see if your Better Business Bureau can help you.

Remove everything from pockets by turning them inside out—they'll clean better that way too. Even if the cleaner's staff inspects, they may be careless, so it's a good precaution to remove fancy buttons too. Few cleaners ever remove shoulder pads but you'd do well to take them out, because some shrink and harden, ignite and burn or disintegrate in the cleaning process.

Some fabrics won't wash, some won't clean. Find out when you buy them. And don't throw away special instructions addressed to the cleaner that come with many garments—give them to him.

If your husband likes his sleeves without creases and the cleaner's staff forgets, try turning up the bottom of each sleeve. Most pressers understand this sign. If you don't indicate otherwise, they'll press the sleeves with creases because it's easier.

You can remove pure grease, fat, wax or tar yourself with household cleaning agents (noninflammable for safety's sake) but remember, a spotter never rubs a stain hard and neither should you—you may chafe the fabric or damage the color. The fresher the stain the easier it is to remove.

If you have tried to remove stains unsuccessfully yourself, tell the cleaner what you used.

It pays to keep on patronizing the same cleaner if his work is satisfactory. Regular customers get better treatment and prompter fuller settlement of claims.

Examining the financial statements of average cleaners, I found that their profits are not excessive by modern standards and prices are generally moderate, frequently even too low to allow decent work. The average price per garment is around a dollar in the north, eighty cents in the south and a dollar-twenty on the west coast. Some cleaners charge extra for difficult jobs and often that is justified and will assure you more careful work.

Of course, you shouldn't expect much individual care or attention for your clothes at cut rates. Generally the cheap cleaner gives them little more than a solvent bath and quick pressing. However, price is not a certain indicator of quality. Some cut-rate cleaners try to do a thorough job and some de luxe cleaners chisel abominably.

When you've found a good cleaner however, you need have little fear for the life of your finest clothes. Iowa State College experiments revealed that the cleaning process is remarkably easy on garments. In fact, a hundred cleanings will take less strength away from woolen fabrics than the sharp cutting edges of unnoticed dirt.

HOW TO REMOVE STAINS

Blood and meat juice. Use cold water; soap and cold water; or starch paste.

Chocolate and cocoa. Use borax and cold water; bleach if necessary.

Coffee and tea. (Clear.)—Use boiling water; bleach if necessary. (With cream.)—Use cold water, then boiling water; bleach if necessary.

Cream and milk. Use cold water, then soap and cold water.

Egg. Use cold water.

Fruit and fruit juices. Use boiling water; bleach if necessary.

Grass: Use cold water; soap and cold water; alcohol; or a bleaching agent.

Iodine. Use warm water and soap; alcohol; or ammonia.

Ink. Try cold water; then use an acid or bleach if necessary.

Mildew. If fresh, use cold water; otherwise try to bleach with javelle water or potassium permanganate.

Paint and varnish. Use alcohol, carbon tetrachloride, chloroform, or turpentine.

Perspiration. Use soap and warm water; bleach in the sun or with javelle water or potassium permanganate.

Scorch. Bleach in the sunshine or with javelle water.

Shoe polish. (Black.)—Use soap and water; or turpentine. (Tan.)—Use alcohol.

Syrup. Use water.

Water. Steam or sponge the entire surface of water-spotted materials.

(For Washable Garments Only)

MISCELLANEOUS DATA

196 Pounds Flour ..... Make 1 Barrel
200 Pounds Beef or Pork.... Make 1 Barrel
135 Pounds of Potatoes ..... Make 1 Barrel
135 Pounds of Apples ..... Make 1 Barrel
280 Pounds of Salt ..... Make 1 Barrel
350 Pounds of Sugar ..... Make 1 Barrel
100 Pounds Nails ..... Make a Keg
2150.42 Cubic Inches..... Make 1 Bushel
231 Cubic Inches ..... Make 1 Gallon
43,560 Square Feet ..... Make 1 Acre
5,280 Feet..... Make 1 Mile
128 Cubic Feet..... Make a Cord
1 Gallon Water ..... About 8 1/3 Pounds
1 Gallon Milk ..... About 8 3/5 Pounds
1 Gallon Kerosene..... About 6½ Pounds
1 Cubic Foot Water..... About 62½ Pounds
1/3 Inch equals 1 size in measuring boots and shoes.

ROMAN AND ARABIC NUMBERS

I	1	XX	20
II	2	XXX	30
III	3	XL	40
IV	4	L	50
V	5	LX	60
VI	6	LXX	70
VII	7	LXXX	80
VIII	8	XC	90
IX	9	C	100
X	10	CC	200
XI	11	CCC	300
XII	12	CCCC	400
XIII	13	D	500
XIV	14	DC	600
XV	15	DCC	700
XVI	16	DCCC	800
XVII	17	CM	900
XVIII	18	M	1000
XIX	19	MM	2000

HOME HELPS

Kitchen Weights, Measures, Etc.

4 large tablespoonsful = ½ gill
1 teacup = 1 gill
1 common sized tumbler = ½ pint
2 cups = 1 pint
2 pints = 1 quart
1 tablespoonful = ½ ounce
1 large wine glass = 2 ounces
8 quarts = 1 peck
4 cups flour = 1 pound
2 cups solid butter = 1 pound
4 quarts = 1 gallon
2 cups granulated sugar = 1 pound
3 cups cornmeal = 1 pound
2 2/3 cups brown sugar = 1 pound
2 cups solid meat = 1 pound
2 2/3 cups powdered sugar = 1 pound
16 ounces = 1 pound
2 tablespoons butter, sugar, salt = 1 oz.
4 tablespoons flour = 1 ounce
16 tablespoonsful = 1 cupful
60 drops = 1 teaspoonful
8 saltspoonsful = 1 teaspoonful
3 teaspoonsful = 1 tablespoonful
4 tablespoonsful = ¼ cupful
1 cup shelled almonds = ¼ pound
¼ pound cornstarch = 1 cupful

Cup Measures *

1 cup granulated sugar	= ½ pound
1 cup butter	= ½ pound
1 cup lard	= ½ pound
1 cup flour	= ¼ pound
1 cup rice	= ½ pound
1 cup cornmeal	= 5 ounces
1 cup raisins (stemmed)	= 6 ounces
1 cup currants (cleaned)	= 6 ounces
1 cup bread crumbs (stale)	= 2 ounces
1 cup chopped meat	= ½ pound

* Approximate only.

Equivalents of Capacity
(All measures are level full)

3 teaspoons	= 1 tablespoon
½ fluid ounce	= 1 tablespoon
16 tablespoons	= 1 cup
2 gills	= 1 cup
½ liquid pint	= 1 cup
8 fluid ounces	= 1 cup
1 liquid pint	= 2 cups
16 fluid ounces	= 2 cups

Lbs. per bu.	Lbs. per bu.
Apples, 45	Cherries, 56
Barley, 47	Chestnuts, 50
Beans, dried, 60	Clover seed, 60
Beets, 56	Coal, 75
Bran, 20	Coke, 40
Buckwheat, 48	Corn, shelled, 56
Cabbage, 50	Corn, ear, 70
Carrots, 50	Cornmeal, 50
Cement, 100	Cranberries, 40
Charcoal, 20	

BANKING TABLES
Rules For Computing Interest

The following is an approximate way to estimate the interest on any principal for any number of days. When the principal contains cents, mark off four places from the right of the result to express the interest in dollars and cents. When the principal contains dollars only, mark off two places.

2%—Multiply the principal by the number of days to run, and divide by 180.

4%—Multiply the principal by the number of days to run and divide by 90.

5%—Multiply by number of days and divide by 72.

6%—Multiply by number of days and divide by 60.

Troy Weight

24 grains.....1 pwt.
20 pwt.....1 ounce
12 ounces.....1 pound
Used for weighing gold, silver and jewels.

Cloth Measure

2¼ inches.....1 nail
4 nails.....1 quarter
4 quarters.....1 yard

Cubic Measure

1,728 cubic inches.....1 cubic foot
27 cubic feet.....1 cubic yard
128 cubic feet.....1 cord (wood)
40 cubic feet.....1 ton (shipping)
2,150.42 cubic inches .....1 standard bushel
231 cubic inches.....1 U. S. standard gallon
1 cubic foot.....about 4/5 of a bushel

Dry Measure

2 pints.....1 quart
8 quarts.....1 peck
4 pecks.....1 bushel
36 bushels.....1 chaldron

Liquid Measure

4 gills.....1 pint
2 pints.....1 quart
4 quarts.....1 gallon
31½ gallons.....1 barrel
2 barrels.....1 hogshead

WEIGHTS AND MEASURES
Apothecaries' Weight

20 grains.....1 scruple
3 scruples.....1 dram
8 drams.....1 ounce
12 ounces.....1 pound
Ounce and pound are the same as in Troy Weight.

Avoirdupois Weight

27 11/32 grains.....1 dram
16 drams.....1 ounce
16 ounces.....1 pound
25 pounds.....1 quarter
4 quarters.....1 cwt.
2,000 lbs.....1 short ton
2,240 pounds.....Long Ton

PRINCIPAL HOLIDAYS

January 1. New Year's Day.

January 8. Anniversary of the Battle of New Orleans: In Louisiana.

January 19. Lee's Birthday: In Fla., Ga., N. C., S. C., Va., Ala., Miss. and Ark.

February 12. Georgia Day' In Georgia.

February 12. Lincoln's Birthday: In Calif., Colo., Ct., Del., Ill., Ia., Ind., Kansas, Kentucky, Mich., Minn., Mon., Nebraska, Nevada, N. J., N. Y., N. Dakota, Oregon, Penn., S. Dakota, Utah, Wash., W. Va., Wyo.

1st Monday in Sept. Labor Day.

November. Thanksgiving Day; (usually the last Thursday in November): Is observed in all the States, and in the District of Columbia, Puerto Rico, Hawaii and Alaska.

December 25. Christmas Day.

Mother's Day is observed on the second Sunday in May.

Father's Day is observed on the third Sunday in June.

Saturday Afternoon is a holiday in many of the States and Cities and in the District of Columbia. Sundays are statutory holidays in Canada.

When a Legal Holiday falls on a Sunday, the following day is generally observed.

Temperatures

	Fahrenheit
Milk	Freezes 30° above Zero
Water	Freezes 32° above Zero
Olive Oil	Freezes 36° above Zero
Wine	Freezes 20° above Zero
Vinegar	Freezes 28° above Zero
Alcohol	Boils at 173° above Zero
Water	Boils at 212° above Zero
Petroleum	(avg.) Boils at 306° above Zero
Blood Heat	98.4° above Zero
Eggs Hatch	104° above Zero

2	x 1	— 2	5	x 1	— 5
2	x 2	— 4	5	x 2	— 10
2	x 3	— 6	5	x 3	— 15
2	x 4	— 8	5	x 4	— 20
2	x 5	— 10	5	x 5	— 25
2	x 6	— 12	5	x 6	— 30
2	x 7	— 14	5	x 7	— 35
2	x 8	— 16	5	x 8	— 40
2	x 9	— 18	5	x 9	— 45
2	x 10	— 20	5	x 10	— 50
2	x 11	— 22	5	x 11	— 55
2	x 12	— 24	5	x 12	— 60
3	x 1	— 3	6	x 1	— 6
3	x 2	— 6	6	x 2	— 12
3	x 3	— 9	6	x 3	— 18
3	x 4	— 12	6	x 4	— 24
3	x 5	— 15	6	x 5	— 30
3	x 6	— 18	6	x 6	— 36
3	x 7	— 21	6	x 7	— 42
3	x 8	— 24	6	x 8	— 48
3	x 9	— 27	6	x 9	— 54
3	x 10	— 30	6	x 10	— 60
3	x 11	— 33	6	x 11	— 66
3	x 12	— 36	6	x 12	— 72
4	x 1	— 4	7	x 1	— 7
4	x 2	— 8	7	x 2	— 14
4	x 3	— 12	7	x 3	— 21
4	x 4	— 16	7	x 4	— 28
4	x 5	— 20	7	x 5	— 35
4	x 6	— 24	7	x 6	— 42
4	x 7	— 28	7	x 7	— 49
4	x 8	— 32	7	x 8	— 56
4	x 9	— 36	7	x 9	— 63
4	x 10	— 40	7	x 10	— 70
4	x 11	— 44	7	x 11	— 77
4	x 12	— 48	7	x 12	— 84

8	x	1	—	8	11	x	1	—	11
8	x	2	—	16	11	x	2	—	22
8	x	3	—	24	11	x	3	—	33
8	x	4	—	32	11	x	4	—	44
8	x	5	—	40	11	x	5	—	55
8	x	6	—	48	11	x	6	—	66
8	x	7	—	56	11	x	7	—	77
8	x	8	—	64	11	x	8	—	88
8	x	9	—	72	11	x	9	—	99
8	x	10	—	80	11	x	10	—	110
8	x	11	—	88	11	x	11	—	121
8	x	12	—	96	11	x	12	—	132
9	x	1	—	9	12	x	1	—	12
9	x	2	—	18	12	x	2	—	24
9	x	3	—	27	12	x	3	—	36
9	x	4	—	36	12	x	4	—	48
9	x	5	—	45	12	x	5	—	60
9	x	6	—	54	12	x	6	—	72
9	x	7	—	63	12	x	7	—	84
9	x	8	—	72	12	x	8	—	96
9	x	9	—	81	12	x	9	—	108
9	x	10	—	90	12	x	10	—	120
9	x	11	—	99	12	x	11	—	132
9	x	12	—	108	12	x	12	—	144
10	x	1	—	10					
10	x	2	—	20					
10	x	3	—	30					
10	x	4	—	40					
10	x	5	—	50					
10	x	6	—	60					
10	x	7	—	70					
10	x	8	—	80					
10	x	9	—	90					
10	x	10	—	100					
10	x	11	—	110					
10	x	12	—	120					

WEDDING ANNIVERSARIES

1st Year	Paper
2nd Year	Calico
3rd Year	Muslin
4th Year	Silk
5th Year	Wood
6th Year	Iron
7th Year	Wool
8th Year	Bronze
9th Year	Pottery
10th Year	Tin
15th Year	Crystal
20th Year	China
25th Year	Silver
30th Year	Pearl
35th Year	Coral
40th Year	Ruby
45th Year	Sapphire
50th Year	Gold
55th Year	Emerald
60th Year	Diamond
75th Year	Diamond

BIRTHSTONES AND FLOWERS

January—Garnet	Snowdrop
February—Amethyst	Primrose
March—Bloodstone and Aquamarine	Violet
April—Diamond	Daisy
May—Emerald	Hawthorn
June—Pearl and Moonstone	Rose
July—Ruby	Water Lily
August—Sardonyx and Peridot	Poppy
September—Sapphire	Morning Glory
October—Opal and Tourmaline	Hops
November—Topaz	Chrysanthemum
December—Turquoise and Lapis Lazuli	Holly

FIRST AID

What To Do In Certain Emergencies

First aid is the first care given to help injury or sudden illness until necessary treatment can be given by a physician.

Cuts and Scratches: If severe, stop the bleeding by direct pressure on the wound with a sterile pad. When the bleeding ceases, paint with 2 per cent iodine and let it dry thoroughly before applying bandage or Band-Aid.

Open Wounds: Clean dirty or greasy wounds with high grade benzine, then apply half strentgh iodine. All open wounds should be covered with gauze or bandage. Do not touch wound with fingers. Do not use anything but accepted antiseptics, or blood poisoning may be caused.

Burns: For severe burns call a physician at once. To slight burns apply sterile gauze wrung out in a solution of warm water and baking soda, or apply the 5 per cent tannic acid jelly from your first aid kit. **Never** put iodine on a burn. Apply any bandages loosely.

Poison Ivy and Sumac: Wash thoroughly with soap and warm water. Apply dressings kept wet with a very strong solution of Epsom salts and cold water; or else apply a thick paste made of soap and warm water, which should be allowed to dry and remain on all night.

Insect Stings: Remove "sting" and apply household ammonia or a paste made of baking soda.

Sprains: Violent stretching or twisting of a joint may cause a sprain. It is characterized by pain and rapid swelling. Keep injured part raised, on pillow if an ankle, in sling if a wrist. Apply compresses wrung out of cold water, or ice bags. Send for a doctor if the case is severe.

Fainting: Keep patient lying down and lower head. Loosen any tight clothing. Apply ammonia inhalant or smelling salts to nose and sprinkle face with cold water.

Shock: Lay patient on back, head low, loosen clothing around neck, chest and abdomen. Keep warm with blankets and hot water bottles. If conscious and able to swallow, give hot, strong coffee, hot milk, or half a teaspoonful of aromatic spirits of ammonia in water.

Fracture: Apply splints reaching above and below the joints of the fractured bone, to permit moving without pain or danger. Three persons are needed for lifting on stretcher—one at head and shoulders, one of hips, and the other at the legs.

Eye Injuries: Loose particles may be removed from eyelid with a clean handkerchief or a bit of cotton rolled on a toothpick. Particles embedded in the eyeball or lid must always be left to a surgeon, or blindness may result. Use cold compress temporarily to relieve pain until doctor arrives.

Sunstroke: Cool head and body—especially head—as quickly as possible with cold compresses, ice bags, or a cool bath. Never give stimulants. Keep head slightly raised. Treat heat exhaustion same as shock.

Fits: Do not attempt to hold patient down. Place any small object between teeth to prevent biting tongue. Let sleep after the attack has passed, as exhaustion usually follows.

Dog Bite: Wash wound with running water, and apply tincture of iodine. Bandage and take to doctor immediately to decide whether Pasteur or Vaccine Treatment is advisable. Have the dog examined by the local health authorities for possible evidence of rabies.

FOR POISONING

First: Send for a physician.

Second: Induce vomiting by tickling throat with feather or finger. Drink hot water or strong mustard and water. Swallow sweet oil or white of eggs.

Special Poisons and Antidotes

Acids: Muriatic, Oxalic, Acetic Sulphuric (Oil of Vitriol), Nitric (Aqua Fortis).
Ant.: Soap suds, magnesia, lime-water.

Prussic Acid: Cyanide of Potassium.
Ant.: Ammonia in water. Dash water in face. Give stimulants.

Carbolic Acid:
Ant.: Flour and water, mucilaginous drinks.

Alkalies: Potash, Lye, Hartshorn, Ammonia.
Ant.: Vinegar or lemon juice in water.

Arsenic: Rat Poison, Paris Green.
Ant.: Milk, raw eggs, sweet oil, lime-water, flour and water.

Bug Poison: Lead, Saltpetre, Corrosive Sublimate, Sugar of Lead, Blue Vitriol.
Ant.: White of eggs or milk in large doses.

Chloroform: Chloral, Ether.
Ant.: Give emetic, keep patient aroused; apply mustard plaster over heart and calves of legs; use artificial respiration.

Carbonate of Soda: Copperas, Cobalt.
Ant.: Soap suds and mucilaginous drinks.

Iodine: Antimony, Tartar Emetic.
Ant.: Starch and water, chalk, magnesia, starchy food, strong tea. Apply external heat.

Mercury and its Salts.
Ant.: Whites of Eggs, Milk Mucilages.

Opium: Morphine, Laudanum, Paregoric, Soothing Powders or Syrups.
Ant.: Strong coffee, mustard or ipecac as emetic. Keep awake and moving. Keep warm.

8 Coupons good for 10% discount on any order of Dry Cleaning that amounts to over $1.00. Good for July & August only.

Name_____

Address_____

8 Coupons good for 10% discount on any order of Dry Cleaning that amounts to over $1.00. Good for July & August only.

Name_____

Address_____

8 Coupons good for 10% discount on any order of Dry Cleaning that amounts to over $1.00. Good for July & August only.

Name_____

Address_____

8 Coupons good for 10% discount on any order of Dry Cleaning that amounts to over $1.00. Good for July & August only.

Name_____

Address_____

FOR THOSE EXTRA FINE GARMENTS

TRY OUR special DeLuxe Service, individually cleaned and finished. You will be pleased with this service. There is none better, regardless of where you may try.

NATIONAL CLEANERS

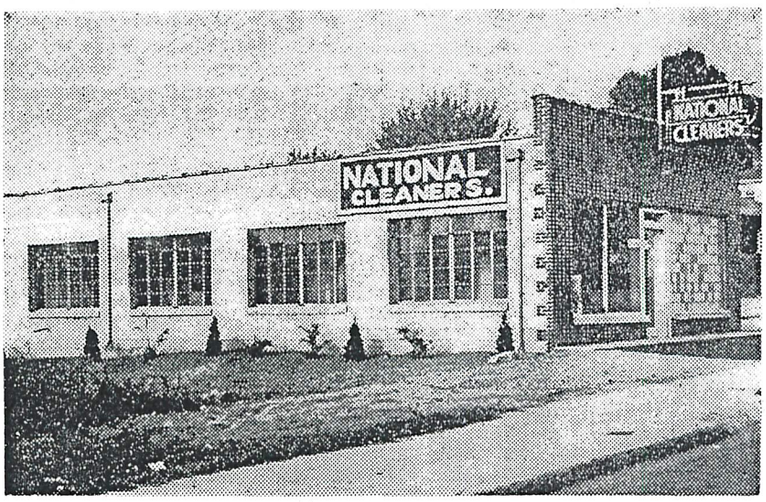
548 Haywood Road — Dial AL 2-6351

Asheville Times November 10, 1958

Asheville Citizen December 25, 1959

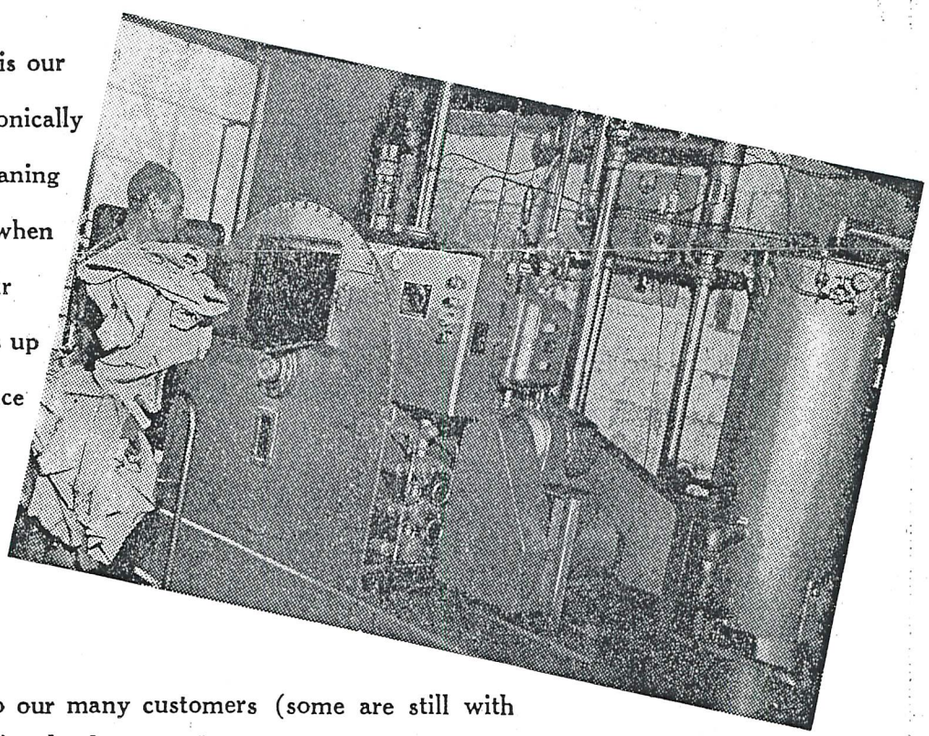
This is our...

32nd Year of Service!



We are in the service business! For over 32 years National Cleaners has given the best dry-cleaning service available anywhere. We take great pride in performing a good job for good customers.

Pictured at right is our automatic, electronically controlled dry-cleaning machine, which, when combined with our skilled statff, adds up to the big difference in the way your clothes look and feel.



We say thanks to our many customers (some are still with us after 32 years) who have made our progress possible.

NATIONAL CLEANERS

548 Haywood Road West Asheville Dial AL 2-6351

NEW CAB COMPANY

24 Hour Service, 740 Haywood Rd.

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

NONE SUCH CAFE

- SIZZLING STEAKS
- FRIED CHICKEN

Specializing in Delicious Grilled Sandwiches and Short Orders

ROBERT L. (BOB) HAWKINS, Prop.

735 Haywood Rd W Ashe.....9474

Asheville City Directory, 1947

Odd Fellows Hall, 462 Haywood Road, 1927. Corner of Haywood Road and Hanover St.

Odorless Cleaners and Dyers

Men's Suits, Special $1.00
Dresses $1.00, $1.25, $1.50, $2.00
Asheville Phone 5308
7 Montford Ave.
West Asheville Phone 1176
285 Haywood Road
WE CALL FOR AND DELIVER

O'KELLY
SHEET METAL WORKS

HEATING

and

AIR CONDITIONING

GUTTERS

and

DOWNSPOUTS

MUELLER CLIMATROL OIL-FIRED HEATING
AND AIR-CONDITIONING EQUIPMENT

No Jobs Too Large or Too Small

FREE ESTIMATES

15 HANOVER (WA) DIAL 3-5997

The Organic Mechanic
AUTO REPAIR & SERVICE
ALL IMPORTS & DOMESTICS

Asheville's first
Green Garage is

NOW OPEN
in West Asheville!

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GIFT
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EXPERT
SHOE REPAIRING
At a
Minimum of Cost

OWENBY
SHOE SHOP
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B. H. PACE & COMPANY

Fresh Meats of All Kinds

Fancy Groceries and Feed

499 HAYWOOD ROAD PHONE 1276

From "The Skylander", West Asheville School student publication, May, 1922

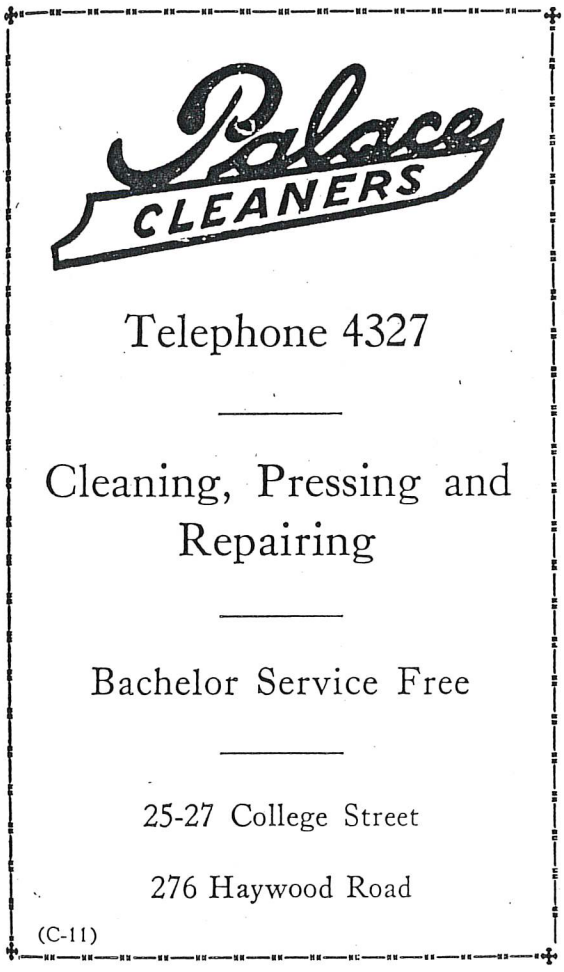
Phones 4327—161
Asheville, N. C.

25-27 W. College
276 Haywood Road

PALACE CLEANERS

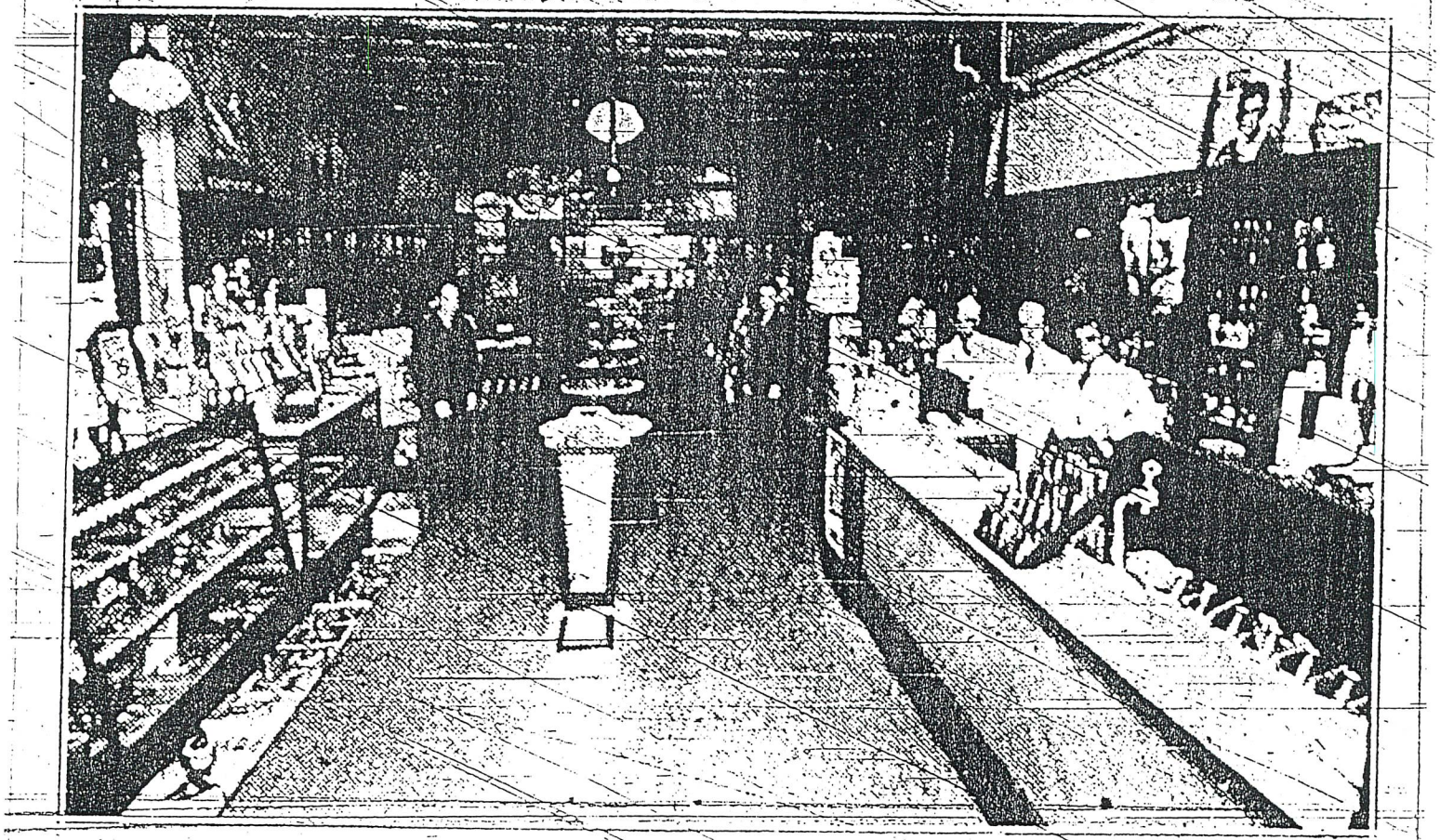
Cleaning, Pressing, Dyeing, Repairing
Ladies' Work Given Special Attention
FREE BACHELOR SERVICE
Prompt Delivery to Any Place In City

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927



Asheville Telephone Directory, 1928.
Palace Cleaners, 276 Haywood Road.

Palace Pharmacy In West Asheville



Photograph shows the interior of the modern Palace Pharmacy, 783 Haywood Road, West Asheville, owned and operated by Mr. Dan Foster. Edgar Michael, clerk, who recently won a prize offered by the Dr. T. C. Smith Co., wholesale druggists, for making the greatest number of sales of Merrill's Milk of Magnesia, is shown at right.

Asheviulle Citizen October 16, 1933

PALACE PHARMACY

West Asheville's

Cut-Rate Drug Store

Phone 686

WE DELIVER

Meeting Ground
Of Experience

Behind every prescription is a backlog of sound experience . . . the medical skill of your doctor; the chemistry know-how of your pharmacist. All prescriptions compounded with tested ingredients.

PALACE
REXALL
PHARMACY
783 HAYWOOD ROAD
PHONE 2-1818

Asheville Citizen September 1, 1951

Palace Rexall

Pharmacy

YOU CAN TRUST US WITH

YOUR PRESCRIPTIONS

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Palace Service Station

TEXACO GAS AND OIL

Washing, Polishing, Greasing

A. R. SLUDER, Mgr.

Haywood Rd. & Mildred St.

WEST ASHEVILLE

Bamford To Build New Bledsoe Theater In West Asheville

Asheville Citizen-Times
September 1, 1928

ERECT MODERN PLAYHOUSE ON HAYWOOD ROAD

Will Be Ready For Use June First Bledsoe Announces

PLANS INCLUDE OTHER BUILDINGS

Bamford Lease Has Renewal Clause After Five Years

Construction of a vaudeville and motion picture theater on Haywood Road, in West Asheville, was announced yesterday by J. T. Bledsoe, well known realtor and developer.

The theater building has been leased to Carl Bamford, operator of Majestic and Princess theaters, for five years. The lease contract has a renewal clause of an additional five years, it was announced.

The amusement house will be erected on the Bledsoe lot, adjacent to the corner lot of Haywood Road and Mildred Avenue. It will front 84 feet on Haywood with depth of 140 feet. The seating capacity will be 350.

Fireproof

The building will be entirely fire-proof, the heating plant being separated from the main building. There will be no basement to the structure, the floor resting on wooden sills laid on steel imbedded in concrete.

Construction will start immediately, and the theater will be ready for opening sometime between June 1 and 15, Mr. Bledsoe announced yesterday.

The corner lot of Haywood Road and Mildred Road has been leased by Mr. Bledsoe to the Texas Oil Company for ten years. A filling station will be erected on the property by the owner.

Immediately to the rear of the filling station, on Mildred Avenue, Mr. Bledsoe has leased the garage building for five years.

The Bledsoe building on the opposite corner of the Haywood and Mildred is being finished. Most of the store places have been rented, while negotiations are pending for the others.

Other Structures

On Mildred Avenue, Mr. Bledsoe is building two residences for J. H. Nicholson at aggregate cost of $8,000. The development of this section is the result of Mr. Bledsoe's faith in West Asheville.

Recent announcements by the Southern Bell Telephone and Telegraph Company, and the Carolina Powdr and Light Company that approximately $300,000 will be spent in expanding their West Asheville services have been a boon to business in that section. The light company has rented space in the Bledsoe building for its temporary West Asheville office.

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Asheville Citizen April 1, 1928

Bruce Emory Research

Management Of Two Theaters Changed

William Byers, who has had charge of the Palace theater, West Asheville, since it was opened, has been transferred to the Princess theater management, it was announced yesterday. Thomas Stellings, of Asheville, will have charge of the Palace theater in the future.

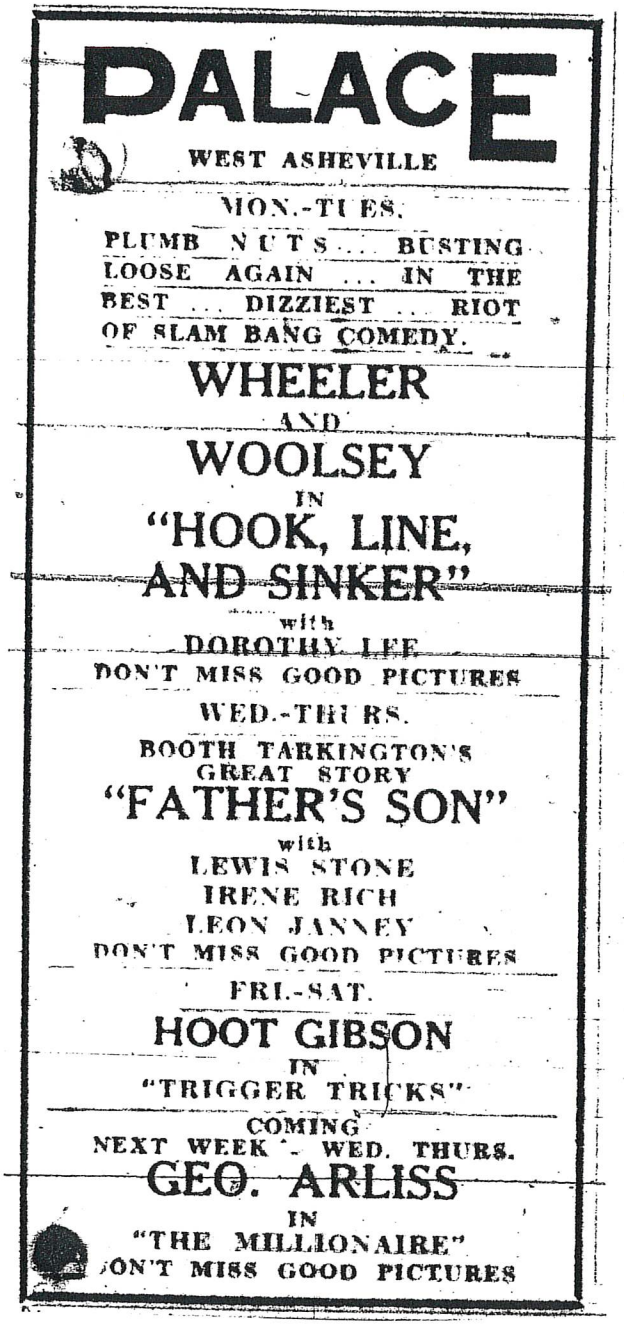
Asheville Citizen April 21, 1929

PALACE THEATRE

Of Interest to Adults as Well as Children.

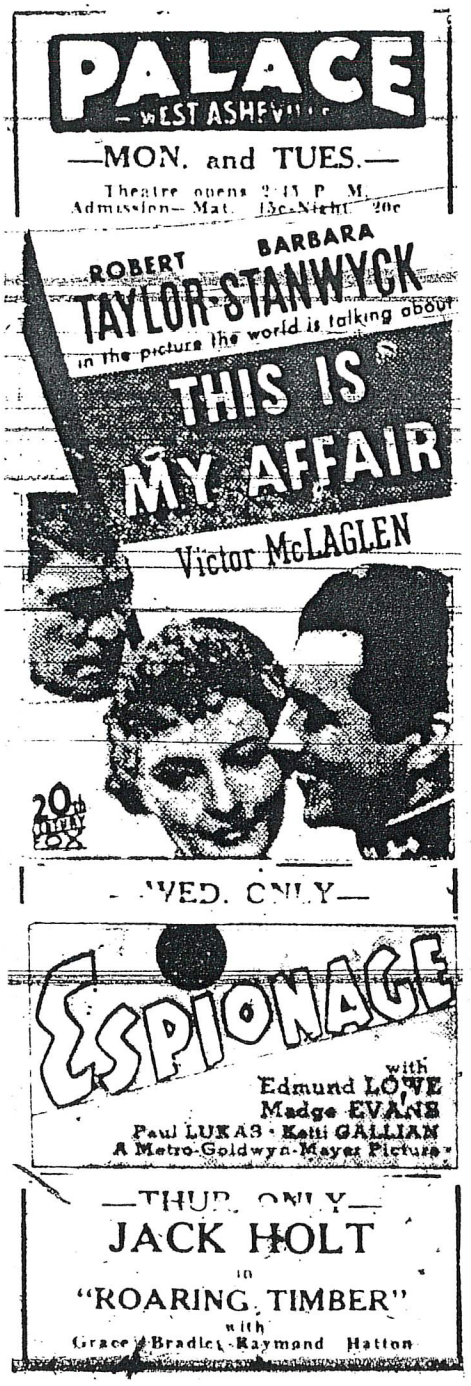
EVERY FRIDAY AND SATURDAY

The SPELL OF THE CIRCUS



Asheville Citizen July 5, 1931

Asheville Citizen
November 7, 1937



Asheville Citizen
November 28, 1937

Bruce Emory
Research

PALACE

Today - Saturday

WESTERN

CLARENCE E. MULFORD'S

"HILLS OF OLD WYOMING"

with

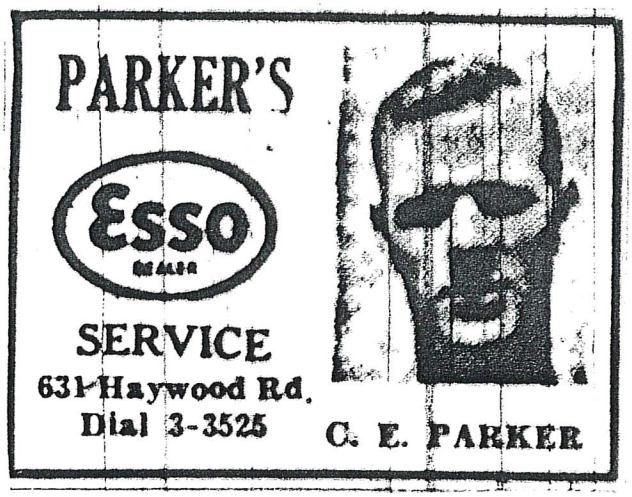
WILLIAM BOYD

GEORGE ("Gabby") HAYES

RUSSELL HAYDEN

XMAS SPECIAL
Eugene Permanent
$4.00
PALAIS BARBER &
BEAUTY SHOP
Phone 9320 771 Haywood Road

West Asheville News December 12, 1937



Asheville Citizen April 6, 1950

PARKER PLUMBING CO.

PLUMBING CONTRACTOR

Free Estimates - New Installations

Dial 2-2209

State License 770

27 WESTGATE RD. W. ASHEVILLE

(P-169)

Asheville Telephone Directory 1953

PARRIS
WOODWORK SHOP

787 Haywood Road
Phone 3672 - 5772-J

- Anything Made In Wood
- Contracting
- General Building

Asheville Citizen December 12, 1937

(T-202)

PARROTT

Complete Tree Service

Pruning Bracing - Feeding
Cavity Filling and
Tree Moving

FREE CONSULTATION SERVICE

LICENSED & INSURED
FLOYD B. PARROTT

Dial 2-1695

PARROTT

TREE SURGEONS

52 Tremont St. - W. Asheville

PAT'S CAFE

MRS. W. H. MALONE, Prop.

Tables for Ladies

Home Cooked Food

CURB SERVICE

715 Haywood Rd. Phone 9288

Quality Shoe Repairing

At Reasonable Rates

Mention The Wijolo when having Shoes repaired and receive a year's subscription free.

Peerless Shoe Hospital

C. H. CHUNN, Prop.

223 Haywood Road

Phone 9507

PENDER'S

14 Stores In Asheville, N. C. 14

371 Biltmore Ave., W. C. West, Mgr.
36 N. Broadway, G. C. Herrin, Mgr.
Biltmore, J. A. McGill, Mgr.
59 Charlotte St., R. H. Martin, Mgr.
Merrimon Ave., F. L. Link, Mgr.
15 Northford Ave., L. C. Vickers, Mgr.
Woodfin P. O., L. G. Wilson, Mgr.
Broadway & Chestnut, R. L. Preaher, Mgr.
Hendersonville Highway, H. R. Watts, Mgr.
328 Southside Ave., C. T. Beasley, Mgr.
266 Patton Ave., C. P. Jones, Mgr.
414 Haywood Rd., W. Asheville, C. D. Allison, Mgr.
723 Haywood Rd., W. Asheville, A. H. Thomas, Mgr.
238 Haywood Rd., W. Asheville, J. T. Campbell, Mgr.

Pure Foods For The Holiday Feast

Endless Variety-Highest Quality
And Values That Are Supreme

Fresh Smoked **Pic-Nics, - - - lb. 21c**

D. P. Breakfast **COCOA** ½-lb. Tin **10c**

Duffy-Motty Apple **CIDER** Quart Bottle **21c**

Mavin Dates, - - - pkg. 18c

California Figs, - - - pkg. 9c

Del Monte Seeded or Seedless **Raisins, pkg. 10c**

Ocean Spray **Cranberry Sauce, No. 2 Can 23c**

D. P. Evaporated **MILK** 3 Tall Cans **25c**

Fancy Nuts

Almonds, lb.	33c
Brazil, lb.	29c
Walnuts, lb.	37c
Pecans, lb.	35c
Mixed, lb.	29c

VAN CAMP'S **PUMPKIN** No. 2½ Can **12½c**

FINEST QUALITY **Minced Meat** Pound **19c**

CANDIES

Colonial Chocolates, 1-lb. box	39c
Chocolate Covered Cherries, 1-lb. box	39c
Planet Mints, lb.	25c
Hard Mixed, lb.	25c

Pender's Flyer Wagons Rubber Tired, Ball Bearing, Disc Wheels, Sturdy Frame **$4.95**

Pender's Scooters, Steel Frame, Rubber Tired Wheels, Automatic Brakes **$3.5[illegible]**

Penders Old Virginia **FRUIT CAKE** IN FANCY DECORATED TINS 1-lb. Tin **75c** 2-lb. Tin **$1.30**

HEINZ **FIG PUDDING** No. 1 Can **40c**

R & R **PLUM PUDDING** No. 1 Can **32c**

RED WING **Grape Juice** Pint ... 27c Quart . 47c

Stuffed Olives 3½-Oz. Jar **10c**

Madolene Crisp, Sweet Mixed **PICKLES** lb. **35c**

TENPENNY DRY **Ginger Ale** 3 Bottles 25c
1c refund for bottles, not cost 3 for 2[illegible]

Land O'Lakes Sweet Cream **Butter, lb..59c**

OUR PRIDE **BREAD** 21-Ounce Wrapped **10c**

D. P. CAKE Plain, Layer, Light Fruit lb. **25c**

D. P. Coffee The World's Best Drink lb. **47c**

D. Pender's Stores in West Asheville — October, 1929

283 Haywood Rd.

414 Haywood Rd.

727 Haywood Rd.

WEDNESDAY, OCTOBER 30, 1929

"COME TO WEST ASHEVILLE FOR USED CAR VALUES"

UNIVERSAL MOTORS

432 Haywood Road, West Asheville

"THE BETTER CHAIN STORES"

D. PENDER'S STORES

(LOCATED AT)

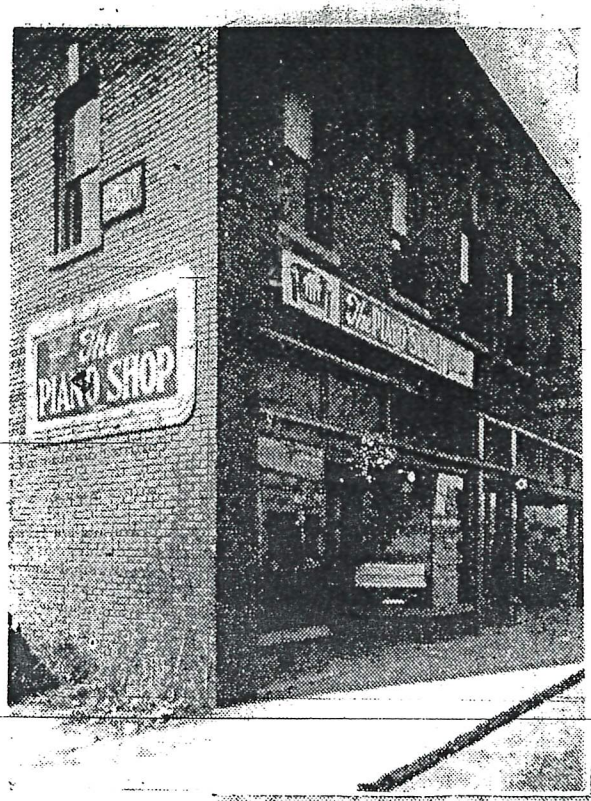
371 Biltmore Ave.
59 Charlotte St.
Broadway at Chestnut
283 Haywood, Rd., W. Asheville
414 Haywood Road, W. Asheville
727 Haywood Road, W. Asheville
Hendersonville Road, Biltmore
Hendersonville Road, S. Biltmore
638 Merrimon Ave.
15 Montford Ave.
266 Patton Ave.
328 Southside Ave.
Weaverville Road

Asheville Citizen October 30, 1929

Asheville Citizen December 25, 1959

Announcing the Opening of

THE PIANO SHOP

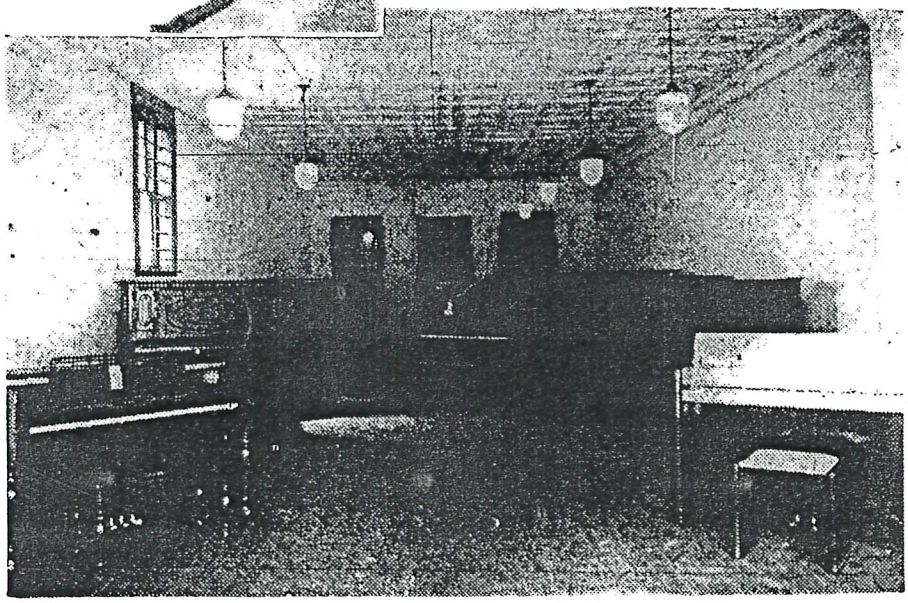


726 HAYWOOD ROAD

WEST ASHEVILLE — AT BREVARD RD.

With the opening of this new store as a part of the growing business life of West Asheville, our policy will be to carry the better grades of new and reconditioned pianos at the lowest prices consistent with good quality. When war restrictions have been lifted, our stock of NEW pianos will include some of the best known makes in the United States. At present we have on display a lovely new Everett Spinet in Colonial style, and orders for later delivery will be taken from this sample. Come in and see it, as well as all the other pianos in our display.

Above is shown an exterior view of the new Piano Shop, at 726 Haywood Road, near the corner of Haywood and Brevard Roads.



This interior view at the right shows part of the big display of pianos we have for your selection. The new Everett Spinet is included in this display.

Easy Terms on the Purchase of Any Piano. Your Old Piano Will Be Accepted As Part Payment.

OPEN EVENINGS
7:00 TO 9:00 P. M.
THIS WEEK
These evening hours will be observed during opening week. Come in and see and try these fine pianos

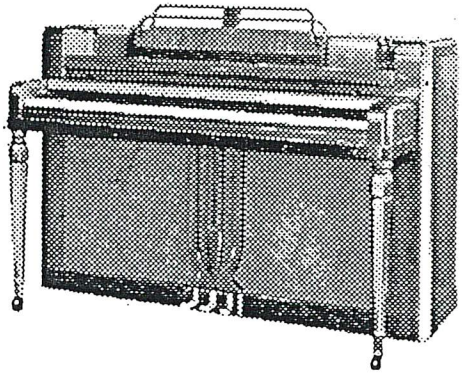
THE PIANO SHOP

726 HAYWOOD ROAD — At Brevard Road — WEST ASHEVILLE

Asheville Citizen April 17, 1945

The Piano Shop

726 Haywood Road (West Asheville)
Phone 2408



NEW PIANOS

Radios and
Records

One of the Largest Stocks of
Pianos in Western North Carolina

Asheville Telephone Directory, 1945-46

Eliza Sydney checks on pie pastries cooling near a window Friday afternoon. Sydney and Ben Herring are the owners of Pies in Disguise, a local pie business that is celebrating its second anniversary this weekend. ERIN BRETHAUER/EBRETHAU@CITIZEN-TIMES.COM

NOT JUST A PIE IN THE SKY

Through hard work, Asheville duo make delicious dreams reality

Carol Montsinger
COLUMNIST

When I grow up, I want be to Eliza Sydney.

It's way too late for me: She was born just a year before me, but I feel as if this 27-year-old wrings the most out of each and every day.

So, that almost-365-day head start she's got on me is enough to keep me forever a few steps behind.

In all seriousness, Sydney is simply inspiring and represents a segment of Asheville's community who seem to do so much — she's a pie maker, is an exercise instructor and harpist — and balance career, ambition and fun with great gusto.

"We are people who like to keep busy," Sydney said, humbly dismissing my query about how she and her partner in pie, Ben Herring, 29, manage to expertly balance their Pies in Disguise with other jobs and hobbies. "We don't get

See PIES, Page E

PIES: Anniversary today

Continued from Page B1

bored often."

"This is a town of a lot of jacks-of-all-trades," she later said about her fellow go-getters. "I think that's why Asheville is always recognized as a happy place to live. People are really able to pursue so many different passions here, even if it's simply going for a mountain bike ride every Wednesday."

I first met Sydney and Herring for an assignment about the Pies in Disguise's opening. Now they will celebrate the business' second anniversary with a party at Pisgah Brewing in Black Mountain at 7 p.m. today.

Sydney appears to be truly energized by the support of Asheville in all of her areas of interest, particularly with her home-baked goodies.

"People recognize what we are trying to do with local ingredients, and people are willing to support that," she said. Supporting local food, product and people is certainly a passion of folks here. For Herring and Sydney, "our passion is our business," Sydney said.

Even if you are on Team Cake, this young duo's enthusiasm and dedication should inspire you to celebrate tonight. There will be music, beer and, of course, Sydney's delicious confections spotlighting local ingredients, such as her popular mixed berry.

The pies taste fabulous, but they are also pure fun to look at: Pecan pies go incognito with a giant crust mustache in the center of its eyeless face. Sydney strongly encourages party-goers to go in disguise to Pisgah Brewery

This sense of humor is obvious in Sydney's approach to her other job as an exercise coordinator at Rush Fitness on Patton Avenue. It reflects off her old-school kicks she spray-painted gold for a dance performance; her iPod even got in on the fun by suddenly playing a James Brown Christmas song during a cycling class one evening.

Comedy is even the source of her classical musical inspiration: She said she picked up the harp, which she plays at weddings, art exhibit openings, local bands and the like, when she was 8 because she loved Harpo Marx from the Marx Brothers classic flicks.

Sydney estimates she dedicates about 15-20 hours a week to the pies they sell at the Asheville City Market, Desoto Lounge, Double Decker Coffee and Desserts, and West Village Market and Deli (They also take direct orders). She is, however, full time at the Rush, teaching cycling and other group fitness classes.

"I am really fortunate to have the job I do (as a fitness coordinator) and to also have this on the side," she said. "When we started Pies in Disguise, we had lived in Asheville for a time, and we realized that we had to get creative and have another source of income to fall back on."

Herring is also an accomplished stonemason. Since I first met the duo, I've seen Herring pedaling down Haywood Road a couple of times on the official Pies in Disguise delivery bike.

And I was pleasantly surprised to find Sydney behind the bike handles of my very first cycling class at the Rush.

I'm not one for group classes, or for bikes for that matter. But I desperately needed to shake up my dull exercise routine before my flirtation with couch turned into a long-term relationship.

And not only did Sydney make me feel welcome, she kind of made spin fun? I can't say that turning into a puddle of sweat in 60 minutes is exactly a total hoot, but her encouraging attitude, emphasis on education and sweet music playlist made me come back. And back. And now six months later, it's a part of weekly stress relief routine.

It's so refreshing to have Sydney, a pie princess, also be so dedicated to fun, healthy fitness. I feel constantly bombarded with conflicting messages about food, body image and working out.

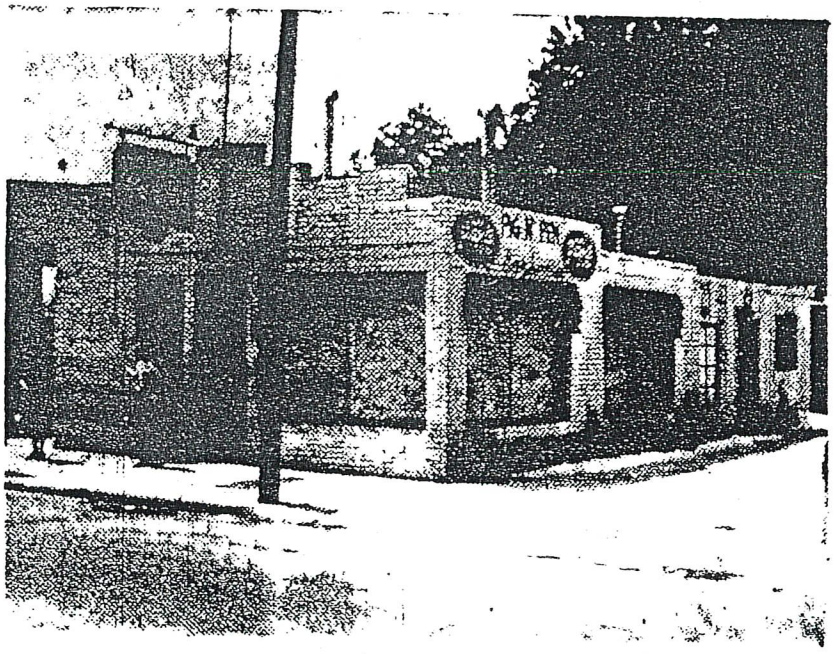
For Sydney, it's simply about moderation, except for when it comes to enjoying all things. Fun should be excessive, decadent.

"It's all about moderation," she said. "Fitness has to be fun, and pies have to be tasty."

One thing Sydney and Herring don't do a good job of fitting in is regularly acknowledging all they do (Sydney also actively supports Meals on Wheels). So the party is a jubilant compensator.

"It's nice to really plan this out and really celebrate," Sydney said. "We are not one to pat ourselves on the back."

This is the opinion of Carol Motsinger. She can be reached at cmotsinger@citizen-times.com.



The "Pig N Pen," 734 - 734 1/2 Haywood Rd.
Asheville Citizen-Times August 15, 1948

PIGGLY WIGGLY ACROSTIC

"P" stands for PRICE and comparison will show
That to trade at these stores will save you dough.

"I" is for the INTELLIGENCE back of the plan
Which makes a food connoisseur out of every man.

"G" stands for the GOODS upon the shelf;
You just walk in and help yourself.

"G" is also for GREEN goods up in front
All in plain sight, nothing to hunt.

"L" stands for the LABEL that tells the price,
Where everything is so attractive, clean and nice.

"Y" is for my YOUNGSTER I send to your store
Assured he will get what I want and nothing more.

"W" is for WOMEN who as buyers have learned
That a penny saved is a penny earned.

"I" stands for ITEMS she needs every day
She saves on these in the Piggly Wiggly way.

"G" is for GROCERIES of a staple line
All [illegible]

"G" also stands for GRUB, plain, everyday food,
The kind best to feed your growing brood.

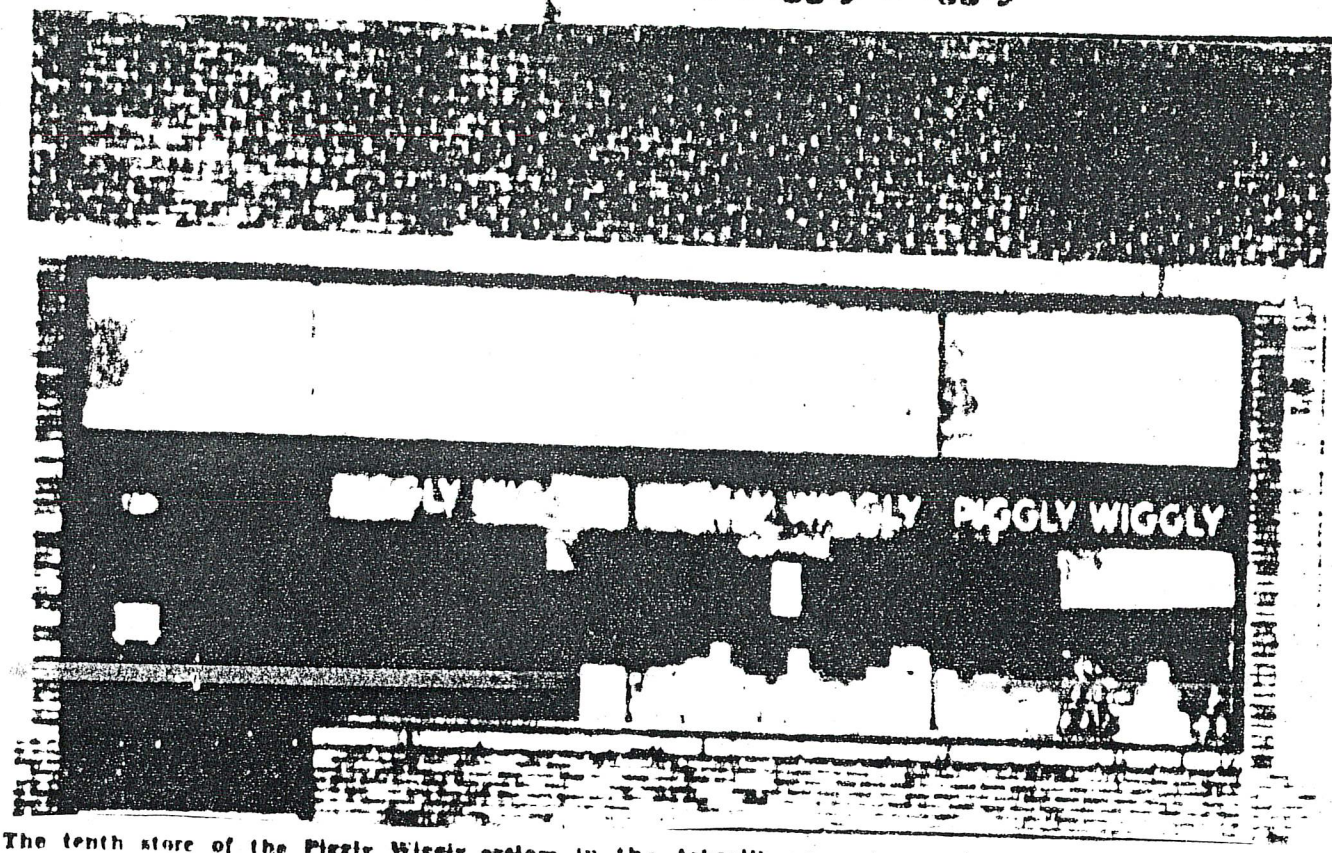
"L" is for LUXURIES your savings now afford
Or else add the money to your private hoard.

"Y" stands for YOU who read these lines
Trade at Piggly Wiggly and be up with the times.

Asheville Citizen October 19, 1929

FRIDAY, OCTOBER 3, 1930

Newest Asheville Piggly Wiggly



The tenth store of the Piggly Wiggly system in the Asheville area, shown above, is at 739 Haywood road, West Asheville. It was opened on May 2 of this year

STORE LOCATIONS

18 North Pack Square
152 Montford Ave.
235 Montford Ave.
248 Charlotte St.
Biltmore
43 Chestnut St.
502 Merrimon Ave.
88 Patton Ave.
Hendersonville, N. C.
759 Haywood Road
Asheville, N. Carolina

— NATIVE LAMB SALE —

LEG OF LAMB Lb. 21c	LAMB STEW Lb. 10c	SHOULDER OF LAMB Lb. 15c
POT ROAST OF BEEF Lb. 17½c	LAMB CHOPS Lb. 25c	PRIME RIB Roast Lb. 25c

Select OYSTERS Pints 45c, Quarts 85c

NATIVE YOUNG VEAL

Veal Chops Lb. 22c	Veal Roast Lb. 21c
Veal Cutlets Lb. 35c	Veal Stew Lb. 10c

SLICED BREAKFAST BACON Lb. 27c

BEEF STEW Lb. 10c	FILLET OF Mackerel Each 12½c
GRAPEFRUIT Medium Size 2 For 5c	ORANGES Juicy, Sweet, Dozen 12c
LEMONS SUNKIST DOZEN 15c	BANANAS Pound 5c

MORNING JOY COFFEE 1-lb. can 34c	QUAKER OATS 3 Pkgs. 25c	SALMON PINK 2 tall cans 25c	K-C BAKING POWDER 25c size 19c
WELCH'S GRAPE JUICE Pints - 25c Quarts 49c	WELCH'S JELLIES 6-oz. glass 15c 12-oz. glass 25c	MILK BORDEN'S, PET CARNATION 6 small cans OR 3 large cans 25c	BEANS YELLOW EYE GREAT NORTHERN NAVY - LIMAS BLACKEYE PEAS Pound 10c

Piggly-Wiggly, 759 Haywood Rd., December 12, 1930

Pineapple Jack's a great place for a quick meal

WEST ASHEVILLE — One of the best things about living in West Asheville is that everything is within walking distance.When I saw the first signs of life at Pineapple Jack's, I wasn't too excited, since it seemed it was just going to be an ice cream and smoothie place. When I found out the menu included sandwiches and salads, I decided to investigate.

Pineapple Jack's is the second outing for owner Chad Pharr, who previously owned Fat Cats in Cullowhee. The space is small, but bright and cheery with pictures of pineapples everywhere.

Over the course of three visits, I carted takeout back to the family eagerly waiting at the house.

My wife loved the Tango in Blue salad ($5.95), a generous portion of mixed greens, crumbled blue cheese, walnuts and dried cranberries with raspberry vinaigrette. Junior got the Old Favorite ($3), a peanut butter, banana, honey and raisin sandwich that kept him happily occupied for a while. I ordered the Jack of Clubs ($6.95), a bodacious sandwich with turkey, ham, bacon, Swiss, provolone,

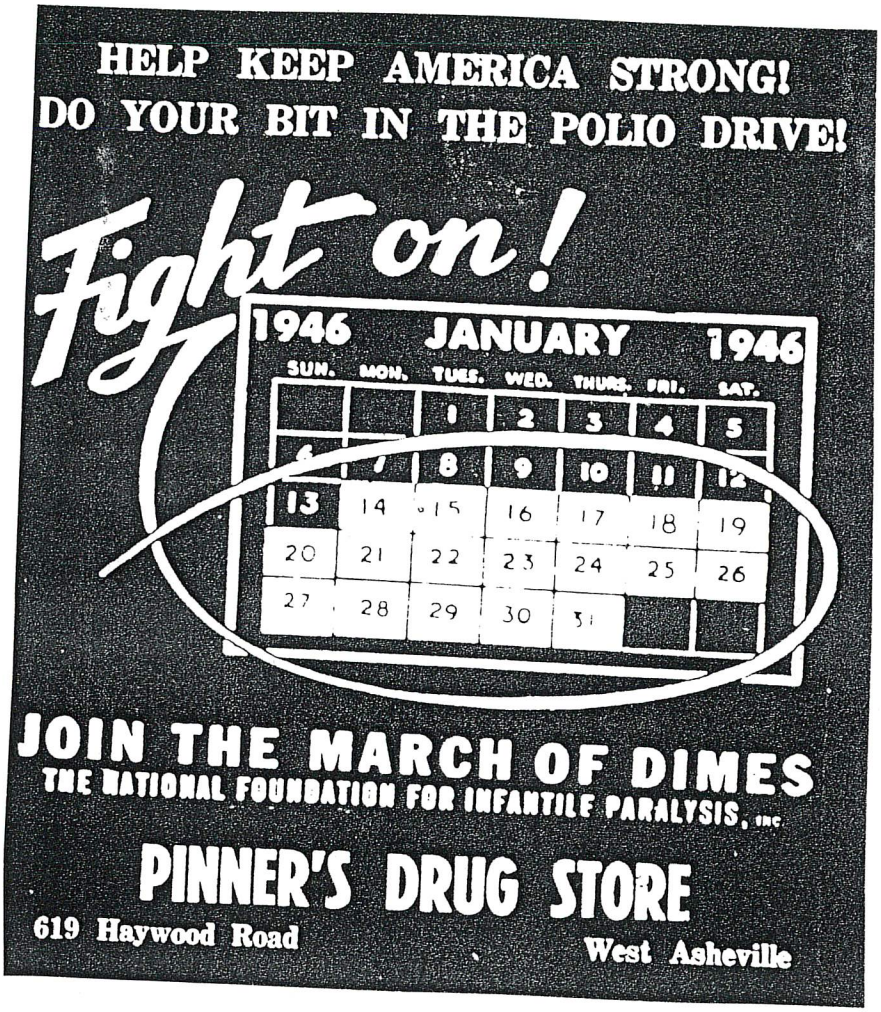
There's plenty to like about Pineapple Jack's, a neat little sandwich and smoothie place on Haywood Road in West Asheville.

leaf lettuce, tomato and basil mayonnaise. The sandwich came on really good multi-grain bread, and the basil mayo had just a hint of heat to it, a very nice touch. On a later visit, I tried the Jack's Roast ($5.95), a heaping helping of deli roast beef on the same bread with Swiss, leaf lettuce and the basil mayo. It was also first rate.

The wraps sound pretty good, also. Overall, this is a great little place for a quick lunch or a carry-out dinner. It is well worth checking out.

IF YOU GO: Pineapple Jack's, 643-B Haywood Road, 253-8860. Hours: 10:30 a.m.-8 p.m. Monday-Friday, 11:30 a.m.-5 p.m. Saturday, closed Sunday.

— Rick McDaniel



West Asheville News January 18, 1946

PINNER'S DRUG STORE

619 HAYWOOD ROAD

DIAL 2-3546 WEST ASHEVILLE, N. C

"Emmatonian" 1951

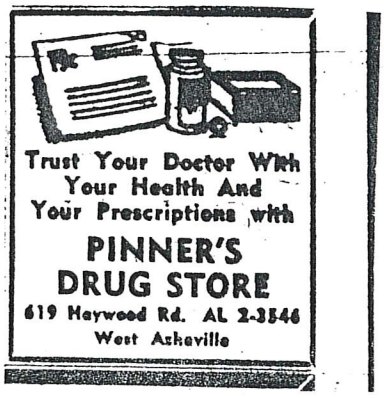
Pinner's Drug Store

619 Haywood Road

DIAL 2-3546

WEST ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program



Asheville Citizen October 20, 1960

PINNER'S DRUG STORE BEGAN BACK IN 1933

Pinner's Drug Store, 619 Haywood Road in West Asheville, originated in 1933 at the corner of Woodfin and Market Streets, according to Beaman Pinner, owner and founder. The company moved to its present location in 1941.

Mr. and Mrs. Pinner (Evelyn) have one son, Zack, who is a senior at Lee Edwards High School, and quarterback on the school football team.

PINNER

Pinner is past president of the Cosmic Club, W. N. C. Drug Club, the Junior Chamber of Commerce, and First Commander of the West Asheville Memorial Legion Post No. 335, serving a second term. He is a veteran of World War II.

Mrs. Pinner is president of the West Asheville Legion Auxiliary.

Asheville Citizen December 1, 1960

Beaman Pinner Dies At Age 76

From Staff Reports

Beaman L. Pinner, whose drug store in West Asheville was a community focal point for almost half a century, died Sunday in an Asheville hospital.

Some mothers in residential areas along that section of Haywood Road didn't think they could get their children through a minor illness without Beaman Pinner.

Pinner, 76, was an active member of the community, and from his home at 148 Brucemont Circle or Pinner's Drugstore at 619 Haywood Road, he kept in touch with the people he served. He served for 17 years on the school board.

Owner and operator of Pinner's Drugstore, he could be found at the soda fountain mixing shakes and building banana splits as well as in the prescription department dispensing medicine.

The small soda fountain, of the Roaring '20s style, is backed by mirrors framed in stained glass and mahogany. Pinner brought it with him when he moved from Woodfin Street in Asheville in 1941.

Pinner, a native of Pomaria, S.C., took over a drugstore in Woodfin Apartments in 1933. When he moved it to West Asheville he remodeled a building on Haywood Road that had been a neighborhood grocery. His drugstore became a favorite gathering place for children from schools in the area.

Pinner was appointed to the Asheville City Board of Education in 1947. He was vice chairman of the board for a time, and at one point served for some time as temporary chairman.

He was a graduate of Newberry College and an Army veteran of World War II.

Pinner was a member of North Carolina Pharmaceutical Association, Asheville Cosmic Club and St. Mark's Lutheran Church.

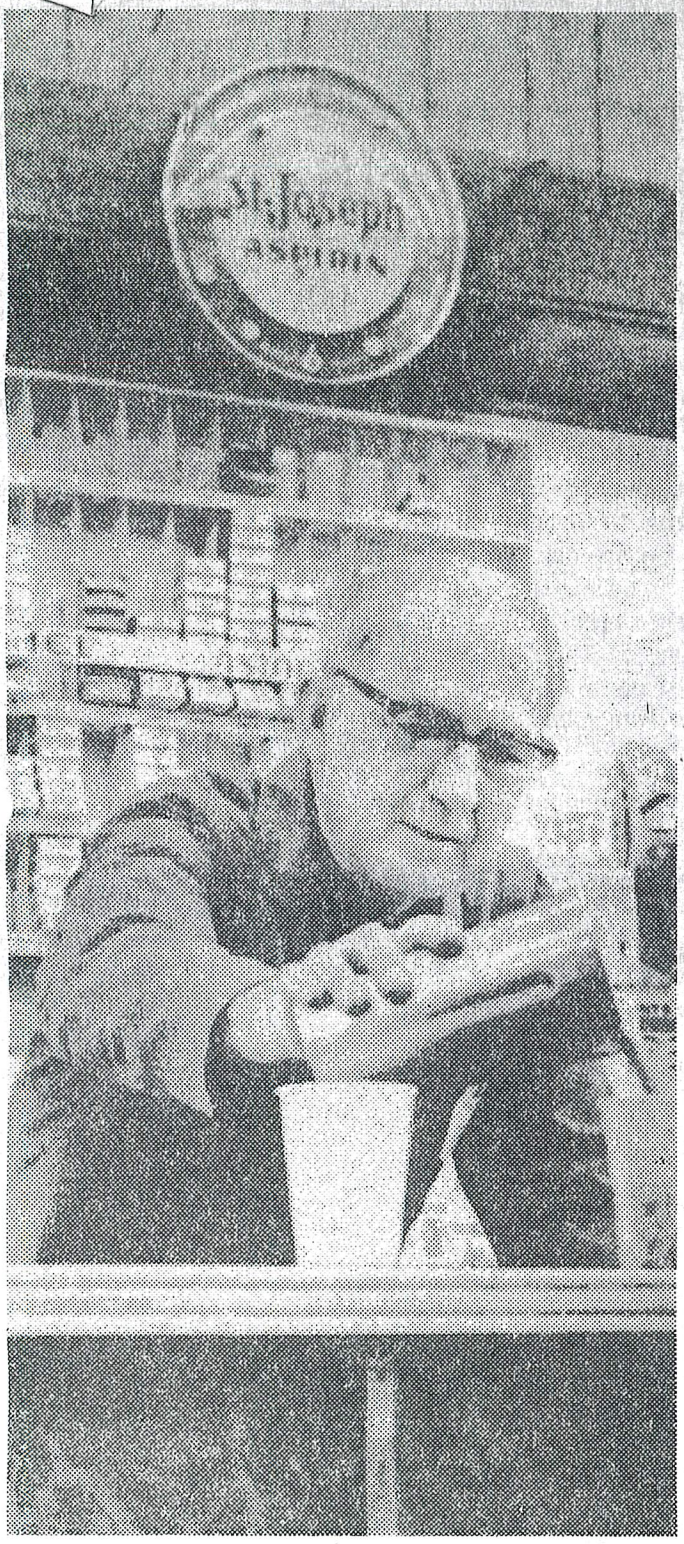
He was a charter member and past commander of West Asheville American Legion Post No. 335 and a charter member of West Asheville Business Association. He was past president of WNC Drug Club and Junior Chamber of Commerce.

Surviving are his wife, Evelyn Chester Pinner; a son, Zach E. Pinner of Hilton Head, S.C.; and a grandchild.

Services will be at 2 p.m. Wednesday in the chapel of Groce Funeral Home. The Rev. Lewis O. Dasher will officiate. Burial will be in Green Hills Cemetery.

The family will receive friends from 7 to 8:30 p.m. Tuesday at the funeral home.

Memorials may be made to St. Mark's Lutheran Church, 10 North Liberty St., Asheville, N.C. 28801, or to Buncombe County Chapter of American Cancer Society, 260 Merrimon Ave., Asheville, N.C. 28801.



— Staff Photo By MALCOLM GAMBLE

Substitute Soda Jerk

West Asheville pharmacist Beaman Pinner at his soda fountain in 1976. He died Sunday at age 76.

Beaman Pinner born Sept. 30, 1909; died, May 1986, in Asheville.

H. B. POSEY & COMPANY

H. B. Posey

J. D. Kille

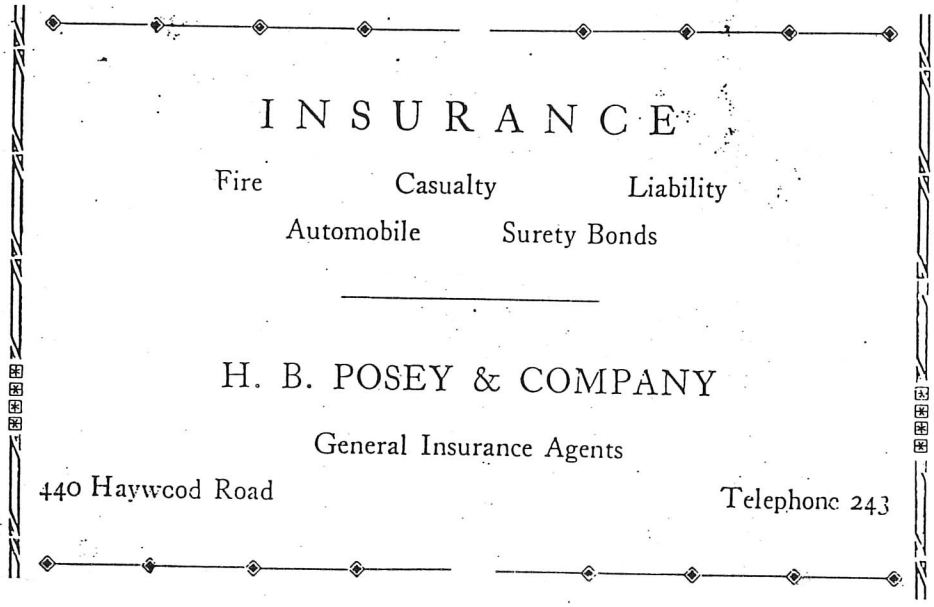
GENERAL INSURANCE

Fire Liability Casualty Bonds

Office in

BANK OF WEST ASHEVILLE

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927


INSURANCE
Fire
Casualty
Liability
Automobile
Surety Bonds
H. B. POSEY & COMPANY
General Insurance Agents
440 Haywood Road
Telephone 243

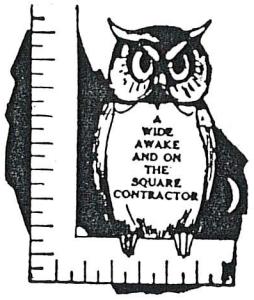
OLLIE R. POWELL

PAINTING
&
PAPER HANGING

169 MONTANA AVE. (WA)

DIAL 3-4009

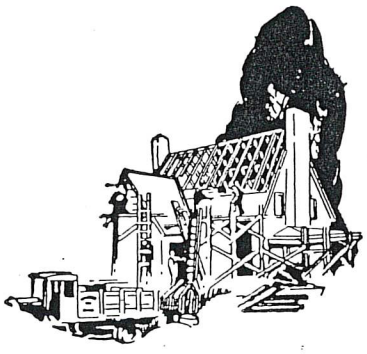
Asheville City Directory 1953



W. H. PRUETT

BUILDING CONTRACTOR

136 LOUISIANA AVE. (West Asheville) TEL. 5796



Asheville City Directory 1951

Pum-ford & Pope

Plumbing and Heating Contractors

Ray Oil Burners

Domestic and Commer-cial

Heat and Power

Main Office and Display Room 20 E. Walnut St. Medical Bldg.

PHONE 4696

Warehouse 413 Haywood Road, W. Asheville

PHONE 5477

Announcing---

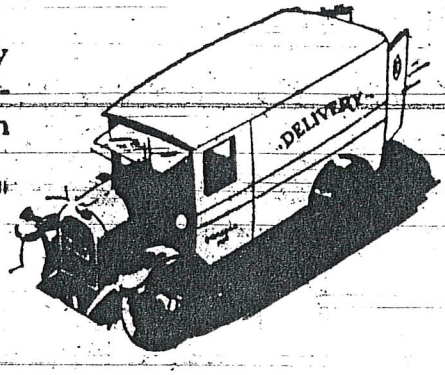
PUMPFORD and SON

HARDWARE, PLUMBING AND REPAIRS

In The New

BLEDSOE BUILDING

"We carry most everything with us."



Dodge Truck Service

We invite the public to inspect our most modern plumbing establishment in the new Bledsoe building. A unique feature of our service is a Dodge Delivery truck equipped as a traveling plumbing accessory department. This feature gives our customers immediate and satisfactory service — a feature that is most essential in our line of business.

We Specially Invite Our West Asheville Friends to Vivit Our Store Today

PUMPFORD and SON

Bledsoe Building
West Asheville

Asheville Citizen February 19, 1928

Corporation Purchases West Asheville Stores

Asheville Citizen
March 14, 1929

Tri-State Hardware Organization To Open Business

The purchase of the hardware concerns of H. Pumford and Son and M. A. Ingle and company, of West Asheville and plans for the opening of a large hardware business at 717 Haywood road, were announced yesterday by officials of the Southern Hardware corporation, operating in the Carolinas and Alabama. The amount involved in the transactions was not divulged.

The large building which is to house the new concern is being entirely renovated and painted with attractive display windows in front. Inside a part of the immense and varied stock of hardware to be carried by the company is being arranged with every item on display. With the work well underway the store will be opened soon, it was said.

Formal Opening

A formal opening to be announced later will be held and in connection with this a unique advertising plan will be carried out. The manager, D. L. Moyde, is to distribute throughout West Asheville homes 1,000 covers to aluminum pots with cards. These cards can be presented at the store on the opening day and the remainder of the utensil will be given to the bearer. A representative of a well known paint concern will be at the store to give painting and paint for a number of houses will be distributed in a contest to be held.

Large Corporation

The concern is incorporated with a capital stock of $100,000 W. B. Gamble, South Carolina, J. E. Ridings, of Forest City, Mr. Moyde and others are the incorporators. Mr. Moyde will have charge of the West Asheville store and will make his home here. Mr. Gamble is also spending sometime in West Asheville assisting in the organization of the new store and in tentative arrangements for the expansion of the business.

Plan Enka Store

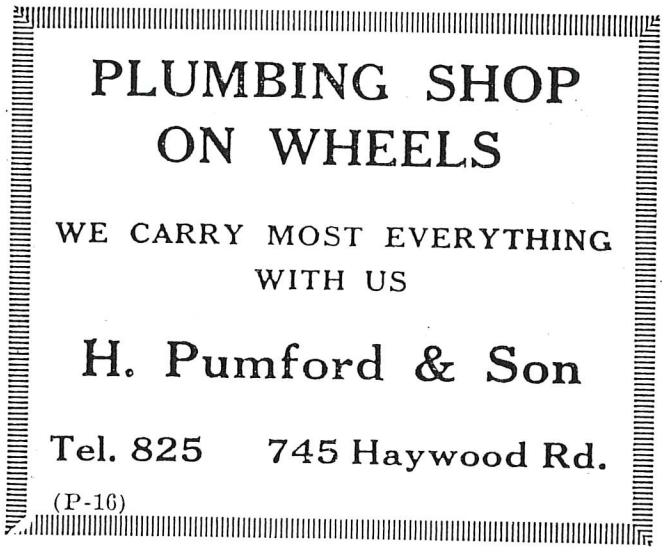
Contract for the construction of a large building at Enka where a second store will be established has been awarded, Mr. Moyde stated yesterday. Construction work will begin soon and will be rushed to completion so that the store can be stocked.

The concern is now operating hardware stores in the Carolinas and will open a new business in Forest City April 1. The stocks of the two West Asheville concerns were purchased with the exception of the plumbing business of H. Pumford and Son which will be conducted by Mr. Pumford and his son.

The local store in accordance with the policy of others owned and operated by the corporation will be conducted on a distinct organization basis, officials have announced. Prior to the arranging of stock 57 hardware stores in four states were visited, Mr. Moyde said, and the most practical and modern ideas pertaining to stock arrangement and organization are being embodied in an attractive and convenient display system.

The concern has been in business for 14 years and is well known throughout the Carolinas and Alabama.

Bruce Emory Research



Asheville Telephone Directory, 1930. H. Pumford & Son, 745 Haywood Road.

ARMY CAPTAIN OPENS HARDWARE STORE WITH 5 YEARS IN SERVICE

The Quality Hardware and Electric Company opens for business today at 229 Haywood road, West Asheville, with a well selected line of goods representing leading manufacturers of the country. Capt. John McMullen, just released from the Army and a new comer to Asheville, is manager of the firm. Capt. McMullen who has had five years of service in our armed forces, participated in some of the hottest engagements in North Africa. Sicily and Italy.

A number of well known lines are on the Quality Hardware and Electric Company's shelves including Lucas brand paints and varnishes and Kemtone wall paints, Stromberg Carlson radios, Launderall washing machines, Filter Queen vacuum cleaners, farm accessories including lanterns, plow points, bridles, straps, garden tools and Ferry's seeds. There is ample parking space in front of the store for patrons. This is a distinct advantage to potential buyers that many Asheville stores in congested sections of the city do not enjoy. Capt. McMullen said that his firm would have a number of scarce items in stock. An electrical appliance repair department will be maintained.

Although Capt. McMullen, who was born in Lexington, Ky., in 1918, has not lived in Western North Carolina for any time, he married Miss Nell Crawford, daughter of Mr. and Mrs. Grover L. Crawford, of 31 Hilltop Road, Biltmore Forest. Mr. Crawford is owner of the Tuxedo Feed Store at Biltmore.

Capt. McMullen has had a colorful career in the Ordnance department of the Army with the Second Corps of the First Army and later with the Fifth and Seventh Armies. As a second lieutenant, he was at historic Kasserine Pass in Tunisia, where the Germans came back with one of their vicious last-ditch stands where the courage and steadiness of our men finally turned the day. Capt. McMullen saw something of the late Gen. George Patton in Sicily. He was inclined to think that the soldier slapping incident had been over-emphasized, as officers and men alike were under tremendous pressure during the Sicily campaign and incidents sometimes happened that would not have occurred at normal times.

Capt. McMullen expressed the belief that the Italians are wedded to the tradition of carrying out orders and not using initiatives. The mass of the population adjusts itself to whatever element is in control at the time. He said that in Sicily the people are of a very low class and practically uncivilized. However, the further northward one goes, the people become more progressive. When you travel up the "boot" to Turin and Milan the natives are comparable with citizens in our own country.

West Asheville News March 1, 1946

Pensalco

LIVESTOCK SPRAY

50% D. D. T.

2 lbs. $1.80

LASTS 30 COWS

30 DAYS

Quality Hardware
& Electric Co.
229 Haywood Road

West Asheville News May 17, 1946

"West Asheville's Most Outstanding Floral Display"

KNOLLMAN'S SUNKEN GARDEN

Motor out along Haywood Road any time during the year and you will see Nature outdoing herself in floral attire at our recently enlarged SUNKEN GARDEN, 453 Haywood Road, West Asheville. From the brilliant phlox of early spring there is a riot of color through the summer climaxed by a galaxy of shades and hues of scarlet sage, chrysanthemums, astors and a multitude of other Autumn flowers. You will find spread out on a large scale a scene to truly captivate the eye.

THE CURTAIN RINGS UP ON KNOLLMAN'S ENLARGED AND IMPROVED SUNKEN GARDEN

PLANNING ROCK GARDENS IS ONE OF OUR SPECIALTIES

We have more than doubled our space and are now prepared to serve our customers better and more efficiently than ever, giving them a much wider selection of varieties of your favorite flowers.

By ordering KNOLLMAN'S plants and cut flowers your grounds can be made a veritable fairyland of color, and your home exterior will stand out in your neighborhood as a harmonious design.

CONSULT US ABOUT YOUR GARDEN PROBLEMS AND WE WILL GIVE YOU ADVICE BASED UPON MANY YEARS' EXPERIENCE

Quality Chick Store and Knollman's Sunken Garden

453 HAYWOOD ROAD WEST ASHEVILLE TELEPHONE 1468

West Asheville News August 27, 1946

SPRINGTIME
IS
MOTOR TOURING
TIME

We have the best in
Auto Radios
at reasonable prices
RADIO REPAIRS
REESE RADIO SERVICE
231 Haywood Road
West Asheville
Phone 4160

West Asheville News April 5, 1946

OPENING SOON

The RECORD BAR

721 HAYWOOD ROAD

West Asheville

ALL THE LATEST RECORDS - SHEET MUSIC

Gifts Novelties

Souvenirs Greeting Cards

West Asheville News June 7, 1946

Record Bar Will Open Next Week In West Asheville

The Record Bar at 721 Haywood will probably open the last of next week. Mrs. Mae E. Frady will operate the bar, carrying a complete line of Decca, Victor, Columbia and other top line records, including classical, hymns, hillbilly, jazz and albums.

The Bar will also have a complete line of sheet music, gifts, novelties, souvenirs and greeting cards.

The interior of the store is being completely remodeled. Record players will be installed so records can be heard before purchase is made.

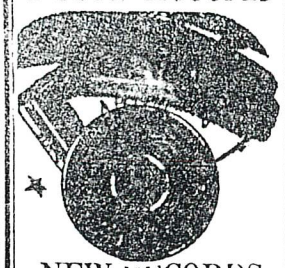
A (while you wait) photo booth will be installed as soon as delivery can be made on cameras.

Another service is offered at the bar. Pocket cards and photos are permanently sealed in plastic—giving 24-hour service on this work. This is a new service in Asheville. It was used by the Army, Navy and war plants to preserve identification cards. A complete display can be seen at the bar.

Mrs. Frady is a native of Asheville, having spent the past seven years in California. She now resides in Asheville with her husband and son, Donald.

West Asheville News June 7, 1946

Decca Records



NEW RECORDS

Stone Cold Dead in the Market
Petootie Pie
—Lois Jordan

Beat Me Daddy, Eight to the Bar
Scrub Me Mama with a Boogie Beat
—Andrews Sisters

Sioux City Sue
You Sang My Love Song to Somebody Else
—Bing Crosby

That Little Dream Got Nowhere
Baby, Won't You Please Come Home?
—Bing Crosby

Rhumboogie
In Apple Blossom Time
—Andrews Sisters

Give Me A Little Kiss, Will You Huh?
Oh !What It Seemed To Be
—Dick Haynes and Helen Forrest

You Can't Break My Heart
White Cross on Okinawa
—Jimmy Wakely

Shorty's Got To Go
Some Day
—Lucky Millinder

Five Minutes More
I've Never Forgotten
—Bob Crosby

Claire De Lune
Hora Staccato
—Leroy Adler

I'm A Big Girl Now
Legalize My Name
—Gertrude Niesen

As Long As I Live
Could You Take Me Back?
—Leon Short

COME IN AND HEAR THEM

PHOTOS
WHILE U WAIT

RECORDING

A recording of your loved one's voice is a grand keepsake. We make 6½ and 10 inch Records. Phone us for appointment or drop in any time.

The RECORD BAR

Telephone 7887-R
721 HAYWOOD ROAD
YOU ARE WELCOME AT THE BAR
— OPEN EVENINGS —

West Asheville News August 23, 1946

NEWCOMER? Try Our Quick Service and Splendid Food

We like our patrons to feel at home when they are our guests. If you're new in town, why not come in for dinner some evening? You'll like our food, our courteous service.

Visit our comfortable, quiet and pleasant restaurant. The food is delicious and is served in an appetizing manner.

RHOADS' RESTAURANT
AND BUS STATION

728 HAYWOOD ROAD PHONE 9279

West Asheville News March 22, 1946

HOW TO WIN
The Family's Favor

Become a hero in the eyes of your wife, children and even your mother-in-law, just by extending that always welcome, ever-thrilling invitation to

SUNDAY DINNER AT

RHOADS' RESTAURANT

Full size servings of the finest, freshest, purest of foods, so deliciously prepared that it is unsurpassable.

RHOADS' RESTAURANT

728 HAYWOOD ROAD PHONE 9279

UNDER NEW MANAGEMENT
WE APPRECIATE YOUR PATRONAGE

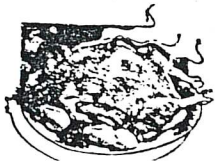
West Asheville News April 12, 1946

Sunday Dinner

- ROAST CHICKEN
- HAM
- ROAST BEEF

85c

SHORT ORDERS
A SPECIALTY



RHOADS RESTAURANT

728 Haywood Road

A BETTER PLACE TO EAT

Under New Management
Open Sundays

West Asheville News May 24, 1946

Spotlighted for

Easter

AT

SANDERS

West Asheville - Biltmore

FILLED BASKETS - 19c to $1

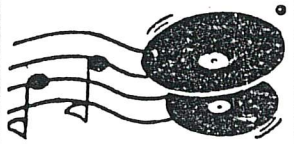
EASTER CARDS - 2 for 5c to 25c each

EASTER NOVELTIES - ALL KINDS

West Asheville News April 5, 1946

RECORDS

IN WEST ASHEVILLE



Now in West Asheville you can get your favorite records at

SANDERS

Music for Every Mood

Among the records in stock are:

"Seems Like Old Times"
"Blue Moon"
—Georgie Auld

"Do You Love Me?"
"I Wish I Could Tell You"
—Phil Brito with Walter Gross

"Precious Sonny Boy"
"I Think I'll Throw My Pillow on the Floor"
—Drave Denney and His Cowboys

"Laughing On the Outside"
"They Say It's Wonderful"
—Jerry Wald

"It Couldn't Be True"
"You Haven't Changed At All"
—Bob Chester

"Enchanted Forest"
"Toonerville Trolley"
—Raymond Scott

"I'll Be Yours"
"Starlit Reverie"
—Mark Warnow

Popular albums of dinner music, spirituals, waltzes and Broadway hits.

Come in and hear all the new records

AT

SANDERS

IN

WEST ASHEVILLE

West Asheville News June 21, 1946

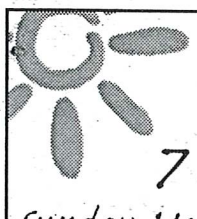
West Asheville's Business Growth
Fully Justifies Banking Services
In Our Own Community
SUPPLIED BY THE
FIRST NATIONAL BANK
"WATCH WEST ASHEVILLE GROW"

S. E. SANDERS STORES

5c to $1.00 Stores

WEST ASHEVILLE BILTMORE

West Asheville News August 16, 1946



Sunny Point Cafe

Has NEW hours

7 days 5 Nights

Sunday-Monday 8:30 am to 2:30 pm
Tuesday-Saturday 8:30am to 9:30 pm

626 Haywood Rd., West Asheville
828-252-0055 www.sunnypointcafe.com

West Asheville Garage Offers 24-Hour Service

Automobiles have a funny way of becoming unmanageable at the most inopportune times, but the motorist needn't worry about that, because the West Asheville Garage and Body Works stays open 24 hours a day and can take care of any kind of automobile repairs that might be needed

This firm is now under the management of Charlie Reese and Horace Self. Both of these men are well known in this area for their skill in automobile work. Mr. Reese has been engaged in the business for over 12 years and formerly worked for Atkins Garage.

According to Mr Reese and Mr. Self their firm is the only one in the city offering all night repair work. This firm also maintains a 24-hour wrecker service.

A specialty is made of wreck rebuilding, and Mr. Reese declares that he has in his employ one of the best body men in the city. Auto painting is another feature of automotive work in which this firm excels.

Spring is only a short time away and many motorists will want to have their car tuned up, oil and lubrication changed, and their car in general overhauled. All this will be gladly attended to by the West Asheville Garage and Body Works, who runs a complete Cities Service Station. Any one of all these services may be obtained by telephoning 2636.

Asheville Times March/April 1942

THE ULTIMATE IN CAKES—Quality Bakery produced this giant cake weighing approximately 800 pounds for Sears, Roebuck and Company. It contains some 125 dozen eggs 125 pounds of shortening, more than 150 pounds of sugar and more than 150 pounds of flour. Baker A. F. Felthaus puts on the finishing touches here. The cake will be served to Sears customers tomorrow night when the store celebrates its birthday.

Quality Bakery, 647 Haywood Road Asheville Citizen-Times October 3, 1952

ANNOUNCING THE OPENING

Quality Hardware & Electric Company

At

229 HAYWOOD ROAD

Owned And Operated By J. McMullen, III

GENERAL LINE OF HARDWARE
LUCAS PAINTS --- KEM-TONE
ELECTRIC APPLIANCES, Including
Stromberg-Carlson Radio, Launderall Washing Machines, Filter Queen Vacuum Cleaners, Electro-Master Ranges and Hot Water Heaters.

Home Appliances Repaired Efficiently and Reasonably.

PLENTY OF PARKING SPACE

Asheville Times February 26, 1946

QUALITY OIL COMPANY

ATLANTIC FUEL OILS — KEROSENE

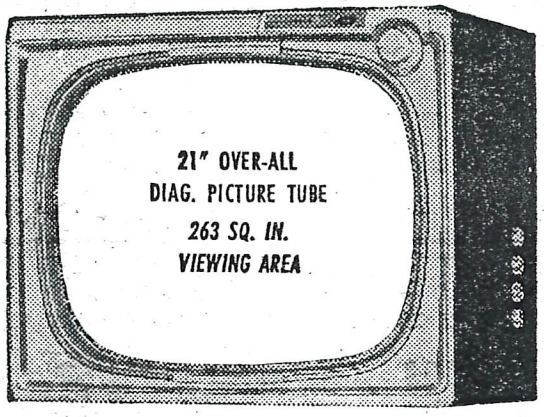
PRINTED METER TICKETS

1411 Haywood Road Dial 4-1722

ASHEVILLE, N. C.

From *"The Emmatonian"*, Emma High School annual, 1954

MOTOROLA TV



LOWEST-PRICED, FULL-SIZE TABLE-MODEL TV WITH EXCLUSIVE '59 MOTOROLA TUBE SENTRY SYSTEM

Dependability of Golden "M" Tubes, hand-wired Power "M" chassis. Plus features of Motorola models costing much more. Finishes: Charcoal, Grained Mahogany or Grained Blond. Model 21T57.

(in Charcoal finish)

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We Are Open 9 A. M. to 9 P. M.

Call Us for Service On All Makes and Models

Owned and Operated By
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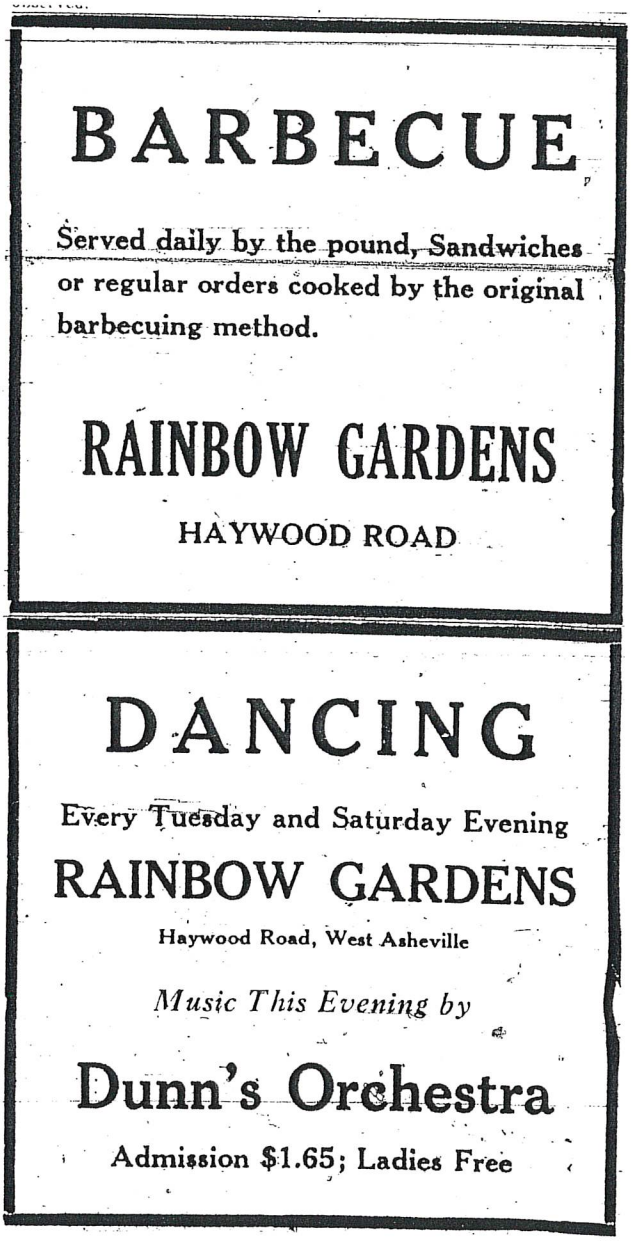

Asheville Citizen May 16, 1925

THE NEW HOME of Rainbow Mountain School is at 574 Haywood Road in West Asheville. The familiar old home was the first house on Haywood Road, built around 1907. Photo by Fenno

Asheville Citizen October 9, 1951

Asheville Citizen-Times Sunday - Dec. 19, 1999

Stylist enjoys life's curves

Editor's Note:

"People are often the last ones to recognize the drama in their own lives. They marvel at the adventures of others, but don't look inside to see that their own lives hold just as much possibility."

– **Erving Polster**, *psychotherapist, in his book, "Everyone's Life is Worth a Novel."*

Magazines and news shows have churned out plenty of articles and shows on famous people of the millennium: JFK, Martin Luther King Jr., Billy Graham and others.

But just as much adventure and drama, and pleasure and pain, lies in the lives of people you pass on the street. With that in mind, the Citizen-Times randomly chose 13 Western North Carolinians who agreed to share their life stories with us, and you.

By Phil Alexander
STAFF WRITER

ASHEVILLE – For Kathy thbone, life is a matter of stylish clips and double dips.

When she's not cutting hair at the Haywood Road salon she's owned 21 years, Rathbone's likely making funnel cakes or dipping ice cream at a concession stand she and husband Roy operate at Smiley's Flea Market in Fletcher.

"I love doing what I'm doing, and I have such a good clientele," she said.

At Kathy's Beauty Shop, that clientele ranges from distinguished blue-haired ladies to children. Some of her customers have been going to the shop for 40 years, and Rathbone inherited their business when she took over the salon.

KATHY RATHBONE

AGE: 47
OCCUPATION: Hair stylist, concession stand operator
FAMILY: Husband Roy, daughter Jeannie, grandson Timmy, stepdaughters Rhonda and Andrea
RESIDES: West Asheville
ORIGINALLY FROM: West Asheville

FACES in the CROWD

PHIL ALEXANDER/CITIZEN-TIMES

Ethel Metcalf, seated, is not just a regular customer of stylist Kathy Rathbone. She is also her mother.

"A lot of people think, why don't (I) move to another section of town," she said. "But why should I? I don't have any overhead; I own the building."

"They always know we're going to have a fresh pot of coffee on," said stylist Vanette Baldwin, who has been with Rathbone from the beginning.

In fact, when Rathbone bought the place, she couldn't even legally cut hair. She had her training in electrolysis, the electric-stimulated removal of hair. She took on Baldwin to run the salon while Rathbone went to hair school for her cosmetologist's license.

"I always wanted to do hair, but my mother and daddy (Ethel and the late Gene Metcalf) wouldn't let me," Rathbone says. "They made me go to school to be a lab technician."

But working in a doctor's lab wasn't for her, either. "I worked half a day for Dr. Claude Frazier and went home for lunch and never went back," she said. "I hated it."

That's when she entered electrolysis school and began work at Ivey's.

But anyone wanting Rathbone to remove hair needs a doctor's referral, particularly because of one incident.

Rathbone said a man, claiming to be a model for bikini underwear, arrived at the studio and wanted more than his tan lines retouched. "He walked in and took it off – all off," Rathbone said.

She refused to do the work, instead calling her father, who in a number of choice words told her she should leave.

Roy and Kathy Rathbone married in 1995, while he was still a district chief with Asheville Fire Department. But a back injury caused when a floor collapsed at a fire scene forced Roy Rathbone to retire.

They entered the concession business, buying Seattle Espresso at the Asheville Regional Airport.

After helping her daughter and son-in-law with a Canton ice-cream stand last summer, the Rathbones set up a trailer and Roy converted it into a concession stand.

Their business at Smiley's has increased five-fold just since July, when they set it up. "From the time we get there on Sunday morning and the sun breaks through, I am frying (funnel cakes) until it's over," Kathy Rathbone said. "It's really not like work. We're tired, but we love it."

Asheville Citizen December 19, 1999

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LEROY RAY

15 years of know how
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For Aluminum Siding
With a 30-Year
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HOME IMPROVEMENT CO.

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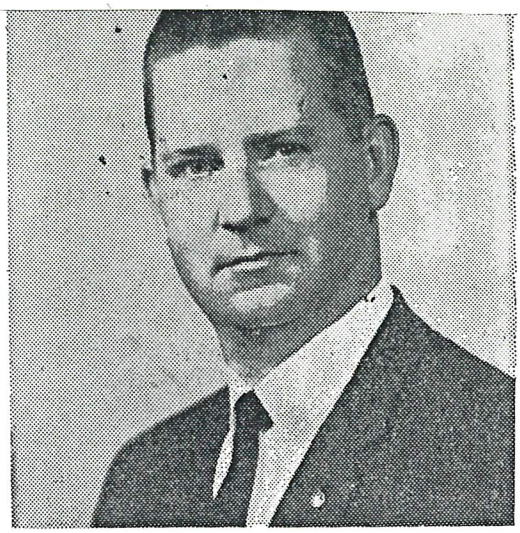
W. Asheville
252-3176

Asheville Citizen December 15, 1983



LEROY RAY

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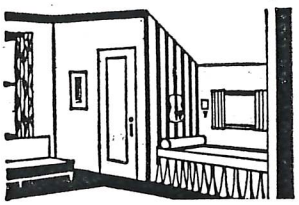

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FHA Financing up to 5 years with no mortgage and no money down!

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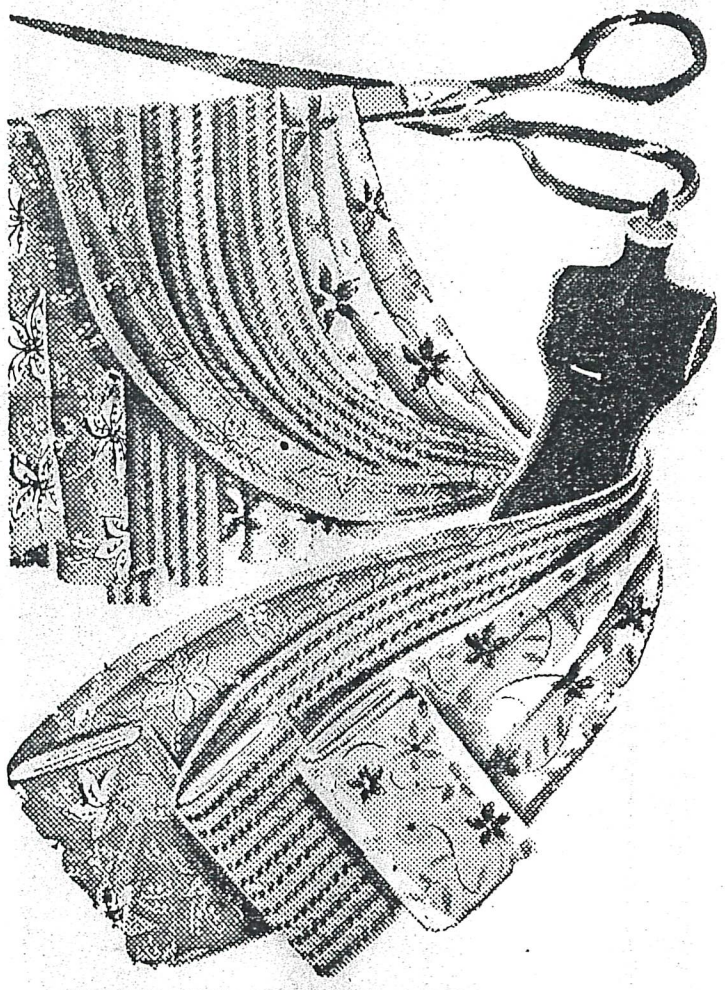
Bruce Emory
Research

THE REMNANT SHOP

693 Haywood Road

OPENING FRI., MARCH 2 - 9:00 A. M.



Hosiery Department - Bed Spreads

LARGE ASSORTMENT

Curtain - Drape Materials - Printed, Solid Rayons
Crisp New Cottons!

Wonderful "buys" for you who sew and save!
Cottons in sunny prints that tub wonderfully!

THE REMNANT SHOP

693 HAYWOOD RD. W. ASHEVILLE

Dances - Balls - Weddings -

Parties - Conventions

The Reveliers

PHONE 3-1946

1159 Haywood Road

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Drink

RHOADS DAIRY MILK

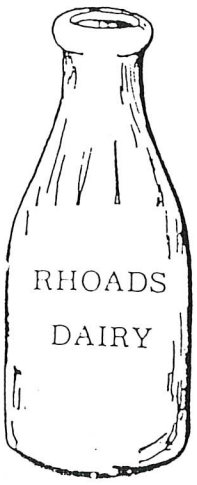
With All Its Vitamins A

GRADE "A" RAW MILK
CREAM AND CREAM
BUTTERMILK

We Appreciate Your Patronage

Phone:

HAZEL CRAGGY 573



RHOADS DAIRY

GRADE A

Raw or Pasteurized Milk

WHIPPING AND COFFEE CREAM

Daily Deliveries At Your Door

Milk Depot
687 Haywood Rd.
Tel. 266

Dairy
R. F. D. 4
Phone Enka 800

Rhoads Dairy, 687 Haywood Rd., Asheville City Directory, 1941

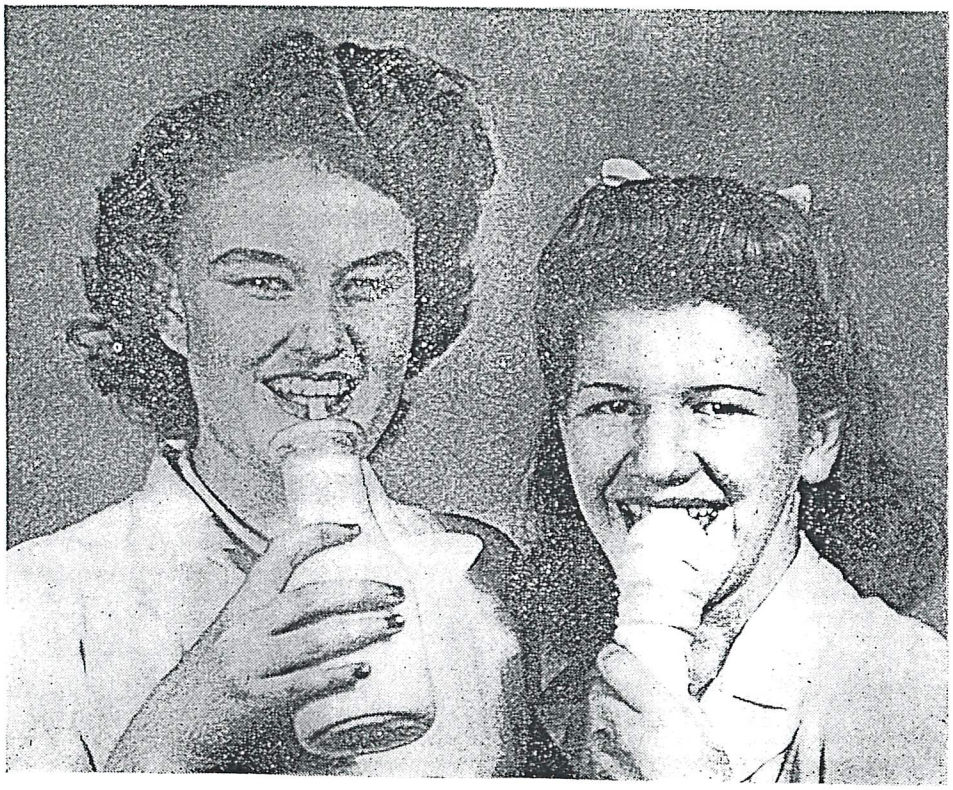
For Pasteurized or Raw Milk
or Bluebird Ice Cream

and other dairy products—stop at

687 HAYWOOD ROAD PHONE 266

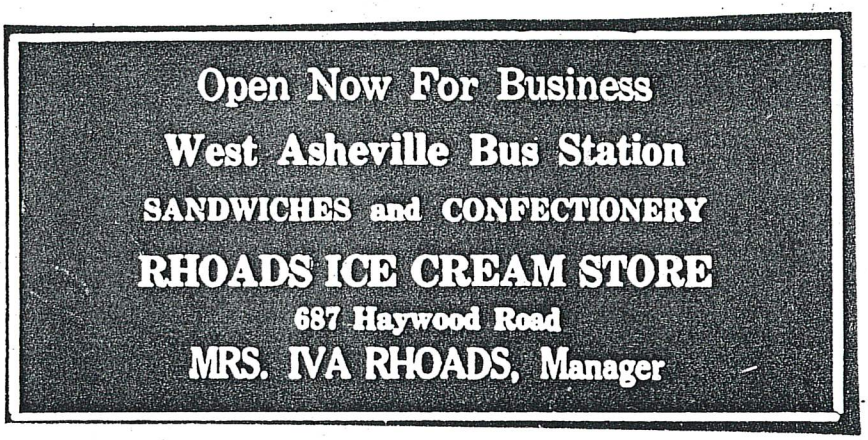
RHOADS DAIRY

Farmers'Federation News April 1941



And here are some of the finished products—pasteurized milk and ice cream. Girls shown are employees in the Rhoades Dairy, 687 Haywood Road, Asheville.

Farmers' Federation News April 1941



West Asheville News April 21, 1944

Mrs. Ida Rhoads' Opens Up-To-Date West Asheville Restaurant and Bus Station

West Asheville's most modern dining center will open tomorrow morning at 728 Haywood Road under management of Mrs. Ida Rhoads who has served a host of patrons in past years. The name of the new restaurant is a mystery, as Mrs. Rhoads wishes her customers to decide this mat-

CONTINUED PAGE 4

CONTINUED PAGE 1

ter. All suggestions should be in Mrs. Rhoads hands by next Wednesday, and the name will be announced in next week's West Asheville News. Five dollars is offered for the winning name.

Mrs. Rhoads has large and spacious quarters at the intersection of Haywood and Brevard roads, probably the busiest corner in West Asheville. As all east-west bound buses stop at the door, the restaurant will prove popular with the traveling public as well as Asheville folks.

A complete fountain service will be offered by Mrs. Rhoads restaurant, with emphasis put on ice cream, which will be served in as many flavors as war time restrictions will permit. Those wanting sandwiches will find them in many varieties. Patrons who prefer individual table service for family or social meals will be accommodated. The color scheme of the spacious dining center is in strawberry pink and brown.

Since 1942 Mrs. Rhoads has operated the Rhoades Ice Cream Parlor, 687 Haywood road, where she built up a large following. These patrons will be glad to know that she has opened larger and more commodious quarters, where more complete service will be given.

Mrs. Rhoads said yesterday that distinctive and delicious dishes will be prepared in a modern gas and electric kitchen. A roast chicken luncheon will be served tomorrow, the opening day, at a popular price. Sunday mid-day dinners will be served each week.

Mrs. Rhoads Restaurant is especially well located on the bus line to cater to office workers and others desiring breakfasts and evening dinners. Seasonal dishes will be a specialty. During the tourist season those who want luncheons packed before leaving for the Great Smoky Mountains National Park or other scenic spots can make arrangements with Mrs. Rhoads.

Only well tested food products such as Biltmore Dairy milk, cheese and butter, Carson's ice cream, Asheville Packing Company's hot dogs, Colonial bread, and Brooks' seafood are used at Mrs. Rhoads Restaurant. Meals may be topped off by the men folks by smoking Clark Fowler's Hav-a-Tampa cigars. Asheville Linen Service supply table linen, aprons and towels.

"WHAT'S IN A NAME?" FIVE BUCKS TO WINNER

Shakespeare once said "What's in a name?" The answer is $5.00.

Mrs. Ida Rhoads is offering $5.00 to the person submitting the most appropriate name for the new restaurant and bus station she is opening Saturday morning, February 24, at 728 Haywood Road, West Asheville. All suggestions must be mailed or submitted to Mrs. Rhoades at the above address not later than next Wednesday. The winning name will be announced next week in the West Asheville News.

COME TO SATURDAY'S OPENING OF MRS. RHOADS' RESTAURANT

728 Haywood Road

WEST ASHEVILLE'S MODERN DINING CENTER

COMPLETE FOUNTAIN SERVICE AND INDIVIDUAL TABLES FOR PATRONS

We offer every facility for family dinners. Bring your folks here during the week and for Sunday dinner. Popular prices prevail.

We will specialize in deliciously cooked dishes and Ice Cream in as many flavors as war restrictions will permit. Saturday's opening luncheon special will be roast chicken with fixings at 50 cents.

Mrs. Ida Rhoads needs no introduction to hundreds of West Asheville patrons of past years. Her management of this new enterprise is sufficient assurance that customers will be made to feel at home.

ALL CITY AND NATIONAL TRAILWAYS BUSES STOP AT OUR DOOR

Vary the morning breakfast and ease the pressure at home by having breakfast with us occasionally. You will like our service. Downtown Asheville buses stop at the door.

Mrs. Rhoads' Restaurant

ICE CREAM AND BUS STATION

728 Haywood Road

PHONE 9279 CORNER BREVARD RD.

JANUARY

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1946

Here's A
NEW YEAR'S RESOLUTION
Worth Keeping

"I resolve to go to Rhoads Restaurant during 1946, as I enjoy deliciously served meals with prompt service . . . a combination that just can't be beat."

RHOAD'S RESTAURANT
AND BUS STATION

728 HAYWOOD ROAD PHONE 9279

West Asheville News January 11, 1946

"RHOADS" RESTAURANT
Home Cooked Foods
We Appreciate Your Business
728 Haywood Road Phone 9485

1949 Standard Railway Employees Seniority List

RHYMER-CORZINE AGENCY

A relatively new business in West Asheville is the Rhymer-Corzine Agency, which has recently moved into its new quarters at 766 Patton Ave. R. Neil Rhymer and Carlton A. Corzine are partners in the firm. They feature professional insurance servicing of all lines, including three of America's leading firms: Travelers Insurance Co., Hartford Insurance Co., and the Insurance Company of North America.

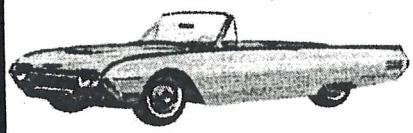
RHYMER

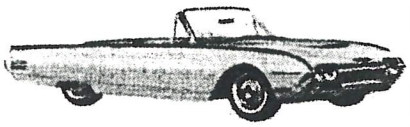
Rhymer, with five years insurance experience, was professionally trained in 1957 through the Travelers Insurance Co., having attended their "Multiple-Line" Training School for which he received a diploma. Then in 1959 he attended the Travelers Life-Health-Accident and Group Insurance Training School. This year he won the "President's Month Trophy" in the state for outstanding achievements.

Rhymer and his wife reside in Canton, N. C. He is a member of West Asheville Business Assn., Junior Chamber of Commerce, V.F.W., American Legion and Canton's First Baptist Church.

Asheville Citizen November 17, 1960

Roadside Diner





697-A Haywood Road 255-7632 Next to Ingle's

Breakfast *(served at all times)*

Butter Biscuit	69¢	w/egg	99¢
Sausage Biscuit	99¢	w/egg	1.29
Biscuit & Gravy	1.25		
Bacon Biscuit	99¢	w/egg	1.29
Texas Toast	2.79		
Chicken Biscuit	1.89	w/egg	2.19
Pancakes	1.65		
Bacon, Egg & Cheese	1.49		
French Toast Sticks	1.37		
Ham Biscuit	1.25	w/egg	1.55
Steak Biscuit	1.25	w/egg	1.59

Breakfast Platters

Egg	One	1.90	Two	2.05
Bacon	One	2.65	Two	2.80
Sausage	One	2.60	Two	2.75
Ham	One	3.15	Two	3.90

Platters come with hash browns, grits, biscuit and/or toast.
All may be substituted, except meat.

Side Items – Hash Browns .....69 Toast 60
Egg .....65 Grits .....55 Ham 80
Gravy .....70 Sausage/Bacon 75

Blue Plate Specials — $4.79

1. **Country Style Steak Plate**
   comes with mashed potatoes w/gravy & green beans
2. **Fish Plate**
   comes with coleslaw & hushpuppies
3. **BBQ Grill Chicken Plate**
   comes with rice & corn
4. **BBQ Rib Sandwich**
   comes with fries & coleslaw
5. **Pork Loin**
   comes with rice w/gravy & green beans
6. **Shrimp Plate**
   comes with coleslaw & hushpuppies
7. BEEF STEW AMEAL BY ITSELF
8. **Salisbury Steak**
   comes with mashed potatoes w/gravy & corn
9. **Hamburger Steak**
   comes with mashed potatoes w/gravy & pinto beans

Vegetable Plate 3.25

HOURS
MON-FRI. 9 - 8
SAT. 8 - 3
SUNDAY CLOSED

Plate Dinners

All steak dinners served with baked potato or french fries and salad bar

T-Bone Steak *(average weight before cooking, 18 oz.)*	14.50
Sirloin Steak *(average weight before cooking, 12 oz.)*	10.50
Ribeye Steak *(average weight before cooking, 13 oz.)*	9.50

Burger Plates *Charbroiled to perfection*

1/4 pound Cheeseburger *(weight before cooking)*	
Super Chef (mayo, lettuce, tomato, ketchup, mustard, pickle, onion, cheese, bacon)	4.25
Double 1/4 pound Cheeseburger (ketchup, mustard, pickle)	3.99
Single 1/4 pound Cheeseburger (ketchup, mustard, pickle)	2.99
2 oz. meat (all come with ketchup, mustard, pickle)	
Double Cheeseburger	2.69
Double Hamburger	2.59
Cheeseburger	1.99
Hamburger	1.89

Add Bacon 75¢ Make it a deluxe only 50¢ We use Hellman's products

Specialty Plates

Grilled Chicken	4.25
Breaded Chicken	3.99
Hot Ham & Cheese	3.99
Chicken Salad Sandwich	3.89
Club Sandwich (lettuce, tomato, mayo, bacon, cheese, ham)	3.79
BBQ w/slaw	3.25
Bacon, Lettuce, Tomato	3.25
Tuna Salad	2.79
Grilled Cheese	2.10

All plates include fries (substitute potato wedges 35¢, onion rings 45¢)

All Beef Hot Dogs

Hot Dog	1.99
Foot Long	2.85

Add slaw 20¢ Cheese 40¢
All plates include fries (substitute potato wedges 35¢, onion rings 45¢)

The Road Side Desserts

Hand dipped Old Fashion Ice Cream	
Cones (1 scoop)	1.35
Sugar Cones	1.45
Waffle Cones	1.60
Additional Scoop	50¢
Float	1.79
Sundaes	1.85
Hot Fudge, Strawberry, Blueberry, Pineapple, Blackberry, Butterscotch, Cherry, Caramel	
Banana Split	2.79
[redacted]	[redacted]
Parfait	2.25
Milk Shakes Reg. 1.95	Large 2.49
Fruit Smoothies	1.79

Drinks

Coca-Cola	
Diet Coke	
Sprite	
Mello Yellow	
Tea	
Small	79¢
Medium	89¢
Large	99¢
Orange Juice	
Small	80¢
Large	1.19
Cappuccino	99¢
Coffee	55¢
Hot Chocolate	75¢

HOME MADE PASTRIES ASK ABOUT IT

West Asheville's ONLY diner with charbroiled burgers, hand dipped ice cream & grilled hot dogs

FREE DELIVERY WITH $10.00 ORDER WITH IN APPROXIMATELY 3 MILE RADIUS

697-A Haywood Road 255-7632 Next to Ingle's

E. B. Roberts, Realtor

Sales - Property Management
781 Haywood Rd. Phone 7991

West Asheville, N. C.

SPECIAL
This Week-End

Home Made **MOLASSES** $1.10 Gal.

BEST **CREAMERY** 49c Lb.

WRYCO, Cereal of the South, Package 23c

Monarch **CATSUP**

Small Bottle 10c

Large Bottle 19c

Cain's **MAYONNAISE**

It's the Best—

Large 19c Small 9c

Full Pack Tomatoes, Tennessee Grown, No. 2 Can 10c

Roberts' Pride Coffee, The Best Drink, lb. 45c

Kansas Cleanser, the last word in a Cleanser, 4 for 30c

SAVE COUPON FOR RUBBER APRON

MARKET SPECIALS

Rib Stew, lb. 18c

Hens, Fryers, lb. 33c

Fresh Oysters, per quart 85c

A VARIETY OF FRESH FISH

PRODUCE SPECIALS

Sweet Potatoes 6 pounds for 25c

Cornfield Beans 3 pounds for 25c

Fresh Cocoanuts, large and full of milk, two for 25c

2 GOOD STORES IN A GOOD TOWN

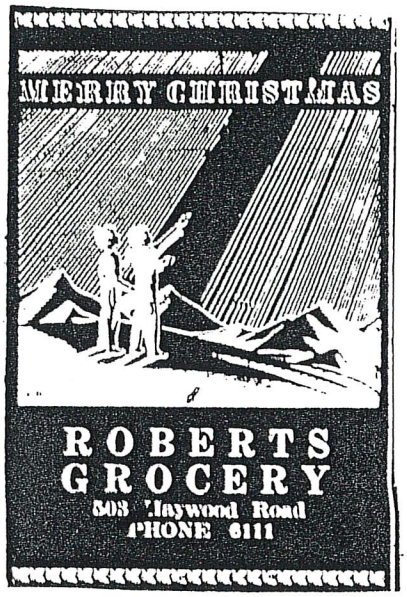
Home Owned and Managed

Roberts'

Pure Food Store
703 Haywood Road

Economy Cash Store
Dorchester at Haywood
619 Haywood Road

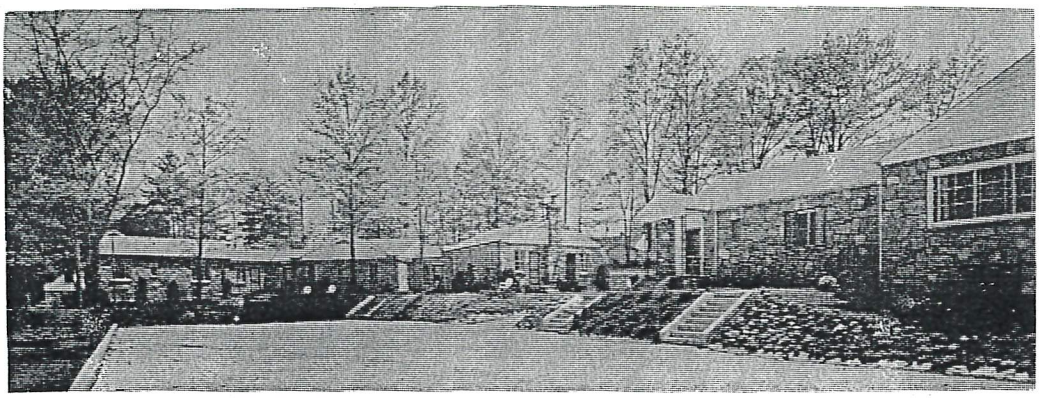
Asheville Citizen September 14, 1929



West Asheville News December 25, 1942

Rock Haven Terrace

AAA



On Smoky Mountain Highway US 19-23 West

MR. AND MRS. CARL M. LOGAN

1230 HAYWOOD RD. (WA) TEL. 2-2334

Rock Haven Terrace

PHONE 2-2334

MRS. & MRS. CARL M. LOGAN

Insulated for Summer — Stoker
Heat For Winter
Recommended AAA

On Smoky Mountain Highway
U. S. 19-23 West
1230 Haywood Road
ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

caleNdar

teChNical

PhOtoS

Full Bar | Live Music | State-of-the-Art Sound System
Convenient West Asheville Location

Small setting, affordable drinks, great music
and no attitude!

Event Spotlight

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Online Ticketing

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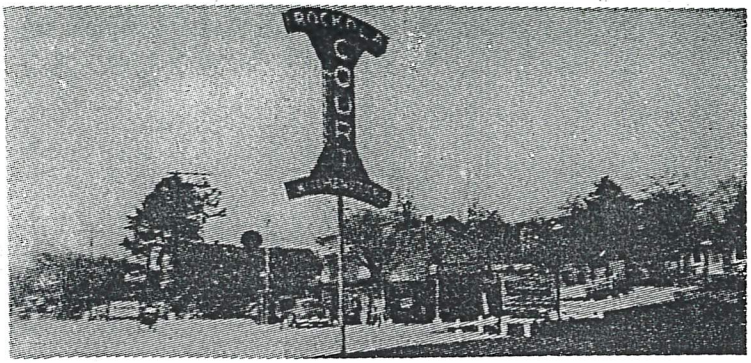
A. **Rocket Club**
401 Haywood Road, Asheville, NC -
(828) 505-2494
1 review



Rockola Court

FOR TOURISTS

1619 Haywood Road West Asheville, N. C.

On Smoky Mountains Highway 19-23 West Just Outside Asheville City Limits

Phone 9500—2-1901 J. W. Haynes, Owner & Mgr.

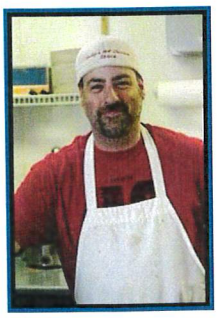
Cottages of the Best, built of mountain stone and yellow pine logs, equipped with inner-spring beds, easy chairs, electric kitchenettes, continuous hot water, private bath. Recreation and picnic grounds, trailer parking, Shell Products and service. Open all year.

Asheville City Directory 1953

Rocky's Hot Chicken Shack Reopens in West Asheville

July 1, 2011 By Laura, Carolina Epicurean View comments

Recommend this on Google Like 5



Rocky

Rocky's Hot Chicken Shack first opened in Arden, NC in February, 2009. It didn't take long for the word to spread. Read my article, "**Hot Chicken Sissy!**" here. But even with a pretty good level of success, Rocky closed down the shack.

There was a huge outcry, which led to the formation of a Facebook Group:Â **Afterburn – aka "Bring Back Rocky's Hot Chicken Shack"** put together by what must be Rocky's number one fan,Â **Jason Nicolai.** Jason has kept everyone up to date on Rocky's journey with such energy and enthusiasm, it was completelyÂ contagious!

Gradually word spread that Rocky was looking for a new location, somewhere in Asheville. Then came the announcement: Rocky's Hot Chicken Shack will be reopening on Friday, July 1, 2011. And it has!

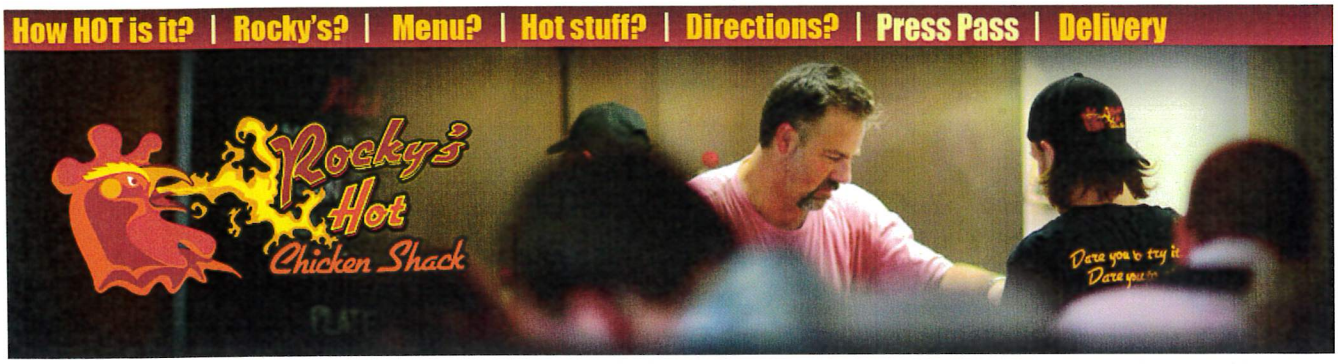
They've done a fantastic job this time with location (big enough for a crowd with plenty of parking), a **website**, **Facebook Page** and a **Twitter** account.

I wasn't able to get there for the opening, but here are two excellent accounts:

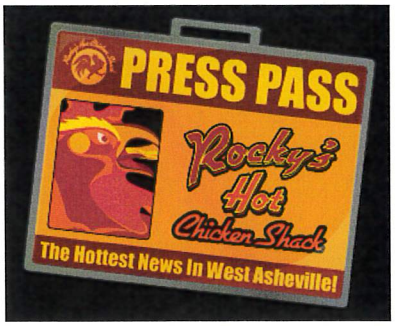
"**Some like it hot**" by **CMY2K** Just HAVE to share this great photo and comment by CMY2K:

CMY2K.wordpress.com: The current (soon to be replaced) Rocky's Hot Chicken Shack sign. Note that you can pick out your tombstone across the street before heading in to meet your maker.

"**Hot chicken shack reopens in West Asheville**" by Carol Motsinger, Citezen Times



The Shack Is Finally Back
Rocky's Hot Chicken Shack Re-Opens in West Asheville on July 1, 2011



Asheville, NC (June 24, 2011) —A little more than a year after closing its doors in Arden, local Rocky Lindsley's hot chicken shack is finally back and set to re-open on July 1 in its new West Asheville location at 1455 Patton Avenue.

Rocky's Hot Chicken Shack first opened its doors in 2009 and quickly gained a cult following as word spread about a hole-in-the-wall that served mercilessly hot chicken with a ghost chili sauce that was rumored to induce psychedelic experiences.

In fact, the shack became so popular that many evenings, late-comers and repeat offenders were greeted by a closed door and Rocky's hand-written note: "Sorry, ran out of chicken." Demand became so great, that Rocky's one-man operation couldn't keep up. In April 2010, Rocky closed the shack to avoid burnout. What he didn't anticipate was the public outcry (and downright begging) that ensued.

Fortunately for Asheville's hot-chicken lovers, Rocky's devout following included a former restaurateur and retail designer who partnered with Rocky to re-open the shack with a more sustainable business model. Six months after closing his doors, a plan to reopen them was in place.

Rocky and business partner Lauren Cundiff and their crew have spent the past several months renovating the new shack, installing pressure fryers, and researching home-cooked sides, local brews and wines. Although the new building seats over 100 and has an expanded menu of sides and drinks, the heart of the shack—face-melting chicken—remains exactly the same.

Rocky's hot chicken is still mercilessly hot (with Plain for the timid), served three ways (breast, legs or wings) with pickles on white bread to soak up the addictive sauce.

Open Tuesday-Saturday

11:00 AM to 9:00 PM
11:00 AM to 10:00 PM Friday & Saturday

Closed Sunday and Monday

In the coming months, Rocky's other habit, live music, will be a regular feature on Saturday nights from 7:30 to 9:30.

"Dish: Back to the Shack with hot chicken meister Rocky Lindsley (Part 1)"
Mountain Xpress, August 16, 2011

Rockys Hot Chicken Shack

Like

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Restaurant/Cafe · Asheville, North Carolina

Information

Description

Rocky's Hot Chicken Shack is the home of Asheville's best hot fried chicken. Rocky's is no frills, just seriously hot, deliriously good fried chicken in heat levels from plain to extra hot (affectionately named Mt. St. Hell No!). Rocky's ghost chili is legendary, and those who claim to have eaten it must be prepared to prove it.

Rocky's has been described by local food critics as "addictive, mercilessly hot, psychedelic and face-melting," among other things, including those we can't mention here.

Rocky's serves its hot fried chicken with an assortment of soul food sides that change daily. Ingredients are sourced locally and organic, when available, and its chicken comes from responsibly farmed, free range rebels.

Rocky's serves locally crafted and specialty beers and a variety of wines. And, of course, sweet tea and lemonade. Meals are also served with water (you'll probably need it). And we offer "The Antidote," Rocky's frosty ice cream sandwiches that deliver a tasty cool down after the meltdown.

Rocky's is currently completing renovations on its new West Asheville location and is scheduled to re-open in May. Which gives our devoted diners time to build up their stamina.

Address 1445 Patton Avenue, Asheville, NC 28806 · Get Directions

Phone 828-575-2260

Website http://www.rockyshotchickenshack.com

Hours (estimated)

Tue: 11:00 am - 9:00 pm
Wed: 11:00 am - 1:00 pm, 5:00 pm - 9:00 pm
Thu: 12:00 pm - 2:00 pm, 6:00 pm - 10:00 pm
Fri - Sat: 11:00 am - 10:00 pm

Want to like or comment on this page?

To interact with Rockys Hot Chicken Shack you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? Log in.

MOUNTAIN Xpress
www.mountainx.com

Back to the Shack!

by Mackensy Lunsford on 12/29/2010
Related topics: food, Rocky's Chicken Shack

After a long hiatus, Rocky's Hot Chicken Shack is back, serving what many claim to be the most addictive fried chicken in town.

Rocky's gained an underground following for serving mercilessly hot, sometimes ghost chili pepper-spiked bird to all who dared to venture into an aesthetically challenged squat building on the side of Highway 25 in Arden. The Shack was shuttered earlier this year under rather vague circumstances.

To owner Rocky Lindsley, it was rather simple. He was tired, his wife was sick of it, and his landlord was thinking about charging him more.

It also turns out that Lindsley was blissfully unaware of exactly how popular his product had become. "I was constantly running into people who were so upset, and it was very flattering," Lindsley says. "I was sort of surprised at the reaction." A few chicken-addicted potential investors even approached him about reopening the Shack.

"It blew me away," says Lindsley, who says that all of the attention was "a catalyst for me to partner up with these investors and get back into it."

Ready for mind-blowingly hot chicken? Yes, yes you are. — photo by Jonathan Welch

Lindsley says he's all warmed up ready to dive back into the business of selling his secret-recipe bird, modeled after fried chicken from Nashville hole-in-the-wall, Prince's. "I made a test run for myself and kicked my own ass in my own kitchen, so I've still got it," he says.

Lindsley reports the Shack will reopen in West Asheville in mid-spring. "We've got a location and it looks like it's a done deal, but there's some hoops we've got to jump through before it's settled, so I don't want to jinx anything by giving the location away."

Lindsley also reports that fans of Rocky's will be happy to note that very little will change, save the addition of a few side dishes. "We're going to keep the chicken exactly the same way — simple, to the point and hot enough to melt glass. Because the investors got why it worked in the first place, they want to keep it soulful and they want to keep it honest," he says.

Look for the full story in next week's *Xpress*.

MOUNTAIN Xpress
www.mountainx.com

Soothing our ruffled feathers

Rocky's Hot Chicken Shack returns

by Mackensy Lunsford in Vol. 17 / Iss. 24 on 01/04/2011

Related topics: Straight Dish

Rocky Lindsley's addiction is your addiction, Asheville. After taking an all-too-long hiatus, the fried-chicken meister is bringing back his popular Rocky's Hot Chicken Shack, and with it, the recipe for what is considered to be the most sought-after chicken in town.

Wingin' it: At the original Rocky's location in Arden, Rocky Lindsley cooked and served all of the... [More]

< >

While on tour as a professional drummer in '94, Lindsley became hooked on a certain sinus-searing brand of fried chicken from a Nashville hole-in-the-wall called Prince's. Once back home in Asheville, Lindsley tried to recreate the eye-watering fowl, to great success. Eventually, he opened Rocky's Hot Chicken Shack in an aesthetically challenged building beside Highway 25 in Arden, serving the mercilessly hot bird to all who dared to venture in.

The Shack quickly achieved a solid underground following. Though Lindsley's brand of fried chicken was available plain, it was the ghost-chili-enhanced hotter-than-hot that made true believers out of the brave. The restaurant's sweating devotees seemed to issue a silent challenge to newbie diners: only grandmas order the plain chicken. But the spiciest bird, that was for toughmen who wanted to prove their mettle ... and conceivably hallucinate from pain. The sheer deliciousness of the chicken, combined with both the bravado that it took to stomach that spice and the ensuing addiction — that's what earned Rocky's Chicken Shack a culinary cult following. But, as is is the case all too often, the popularity of any good thing can often bring it trouble. Following a string of articles revealing the hidden gem and an ensuing ground swell of success, the Shack abruptly closed. Talk about playing hard to get.

But to Lindsley, it was rather simple. He was tired, his wife was sick of it, and his landlord was thinking about charging him more. "I was working there five nights a week, playing music four nights a week and it was literally kind of killing me," says Lindsley. "My wife was also letting me know that it didn't matter how good it was doing, it ain't worth it if I'm a zombie." When the landlord upped the rent, Lindsley took it as a sign and flew the coop.

What he failed to grasp, evidently, was exactly how popular Rocky's had become. "I was constantly running into people who were so upset, and it was very flattering," Lindsley says. "I was sort of surprised at the reaction." A few chicken-addicted potential investors even approached him about reopening the Shack. It's easy to imagine them trembling from withdrawal and clutching fistfuls of cash.

Finally, Lindsley's 12-year-old daughter made him Google himself. Admittedly not much of a computer guy, Rocky was a bit shocked when he discovered just how deeply the public's devotion to his food ran, especially after finding scores of positive reviews and a Facebook page devoted to bringing his chicken back. "It blew me away. That was sort of a catalyst for me to partner up with these investors and get back into it."

After a number of trial runs, Lindsley says he's ready to get back in the game of spicy chicken. "I made myself a test run and kicked my own ass in my own kitchen, so I've still got it," he says. **(continued...)**

MOUNTAIN Xpress
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Soothing our ruffled feathers (cont'd)

Rocky's Hot Chicken Shack returns

by Mackensy Lunsford in Vol. 17 / Iss. 24 on 01/04/2011
Related topics: Straight Dish

Lindsley reports that the Shack will reopen in mid-spring, though he won't reveal the exact location. "It looks like it's a done deal, but there are some hoops we've got to jump through before it's settled, so I don't want to jinx anything by giving it away," he says. He divulges that West Asheville, his old 'hood, will be the site of the Rocky's revival. "It's kind of cool to be back in my stomping grounds," he says.

Fortunately, very little of Lindsley's successful formula will change, save the addition of a few side dishes. "We're going to keep the chicken exactly the same way — simple, to the point and hot enough to melt glass." Lindsley adds that plain (but still really good) fried chicken is available as before for those that don't really go for a full face-melter at lunch. "If [Rocky's] was going to change, and [the investors] were going to try to take it to Vegas and make it something that it's not, I wouldn't be interested in doing it," he says. "And because the investors got why it worked in the first place, they want to keep it soulful and they want to keep it honest and keep it simple," he says.

Rocky's, Lindsley assures *Xpress*, will stay rough around the edges, offering counter service and no wait staff. "Just come in, place your order, sit down. Pretty much the same joint. If you're going to have the word 'shack' in your title, you need to keep it that way." Rocky's Chicken Palace, after all, just doesn't have the same ring to it. "No," agrees Lindsley. "That doesn't exactly scream soul food to me."

To what does Lindsley attribute the near-cult following success of his chicken?

He tries many times to explain it and falters. "I'm almost glad I don't know how to answer that," he says. "It's almost part of the folklore of it in a way. I'm amazed at how well it did." He partially attributes his success to consistency — that is, the hot wings will be just as mouth-numbingly hot each time.

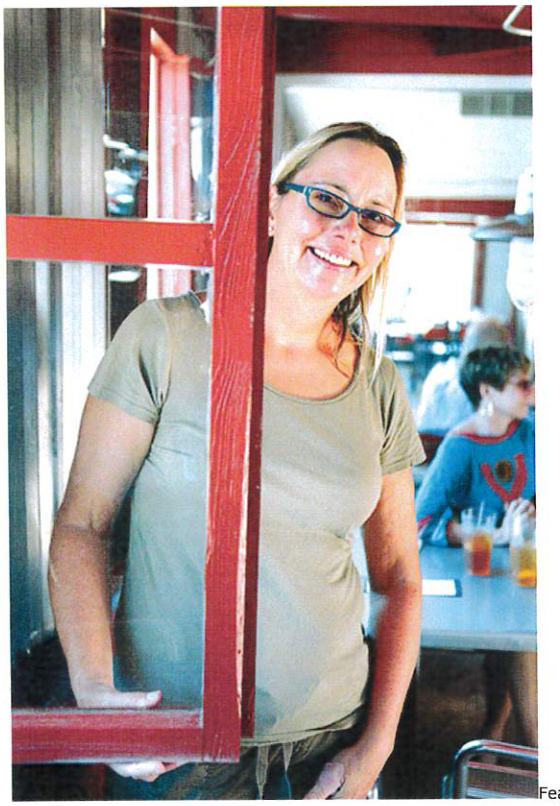
Then, Rocky takes one more stab at what makes his chicken so good, and nails it. "When somebody makes something the right way, it doesn't matter if it's fries or boiled peanuts or hot dogs, you can tell. When somebody really gives a shit about what they're doing and they really put their heart into it, you can really taste it."

— Send your food news to Mackensy Lunsford at food@mountainx.com.

Bringing The Shack Back

Meet the lady who helped Rocky make his Hot Chicken Shack into a hip West Asheville diner.

by Mick Kelly . photo by Matt Rose



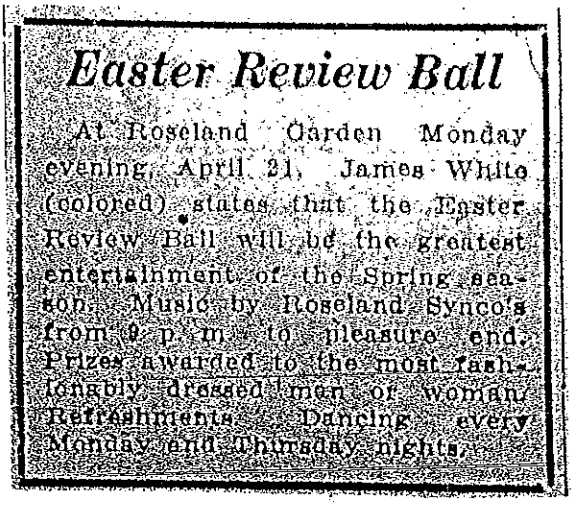
Fear not, hot chicken fans: Rocky's Hot Chicken Shack, the macho Hendersonville Road dive that served only blisteringly hot chicken breasts (on top of white bread–with a pickle) has reopened in West Asheville after closing for more than a year. On opening day last month, hundreds of people filed into the new Rocky's, named for co-owner Rocky Lindsley, in the former Tomato Cocina Latina space on Patton Avenue in West Asheville. The draw? Well, the buzz about the new place was palpable, as was the intrigue surrounding Rocky's infamous main dish, a juicy chicken breast that ranges in spiciness from Plain ("scared," says the menu) to Hot ("pepper spray") to XX Hot, which comes with the warning: "Mt. St. Hell No!" Lindsley says his hot chicken is known to cause euphoria, and at the very least, he promises you'll sweat.

But one of the real secrets in the new restaurant's sauce is Lauren Cundiff, the woman who helped revamp and redesign the shack. Cundiff, a 51-year-old former Whole Foods executive who helped the chain design new stores in the South and West, moved to Asheville in 2008 when her husband, Rich Cundiff, also a Whole Foods exec, was offered a job as COO of Earth Fare. Richard had stopped by the old Rocky's for lunch, and Rocky and the couple became friends.

In addition to working for Whole Foods, the Cundiffs ran a gourmet restaurant and grocery business in California wine country, so they weren't new to the restaurant biz. When Rocky's shut down last spring, the pair decided to take it on as a project, Rich as an investor and Lauren as Rocky's active business partner. First up: finding just the right space, which they did in the abandoned Tomato Cocina Latina on Patton. After a bit of research, Cundiff found that the building in 1968 housed a Yogi's Honey Chicken Shack. She spent five months gutting and removing, opening the place up with corrugated steel and barn red shutters. The main room's centerpiece is a long bar made of salvaged Brazilian Rosewood. Where the old place was a dim cinderblock shack that sat less than 25, the new Rocky's is light-filled and seats 108. "It's a little more pretty than a true shack would be," Cundiff says.

The menu's centerpiece is still hot chicken, prepared by Rocky, who runs the kitchen. But Cundiff, who oversees finances and general operations with seven new employees, encouraged Rocky to add a few more items to the menu, like (gasp) salad, vegetables and local beers. So far, the expanded--dare we say, more feminine—Rocky's has had steady lunch and dinner crowds, according to Cundiff. "It's kept us on our toes," she says. The crowd is a good sign for those who are glad the shack is back.

For more, see ***www.rockyshotchickenshack.com.***



Easter Review Ball

At Roseland Garden Monday evening, April 21, James White (colored) states that the Easter Review Ball will be the greatest entertainment of the Spring season. Music by Roseland Synco's from 9 p. m. to pleasure end. Prizes awarded to the most fashionably dressed man or woman. Refreshments. Dancing every Monday and Thursday nights.

Asheville Times April 16, 1924

The 1925 Asheville City Directory lists "Roseland garden, dance hall", at 176 Burton Ave, West Asheville.

ROSE'S 5-10-25c STORE,
NO. 126

707-711 Haywood Road

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9. 1954 Program

ROSE'S STORES, INC. IS N. C. INDUSTRY

Rose's 5-10-25c Stores, Inc., 707-709 Haywood Road in West Asheville, is nationally known for its vareity and value," according to Mrs. Barbara K. Watts, Store Manager. Rose's was founded in 1915 in Oxford, N. C., by C. H. Rose of Henderson, N. C., where the home office is located. The company now has over 150 stores, two of which are in Asheville.

Mrs. Watts has been with the West Asheville store since 1952. She is active in community work, serving in the West Asheville Presbyterian Church as circle chairman; and in the West Asheville Business Association as a member of the Board of Directors and Chairman of Legislative Action Committee.

Asheville Citizen November 10, 1960

Asheville City Directory, 1947

RUDY'S

These And Many More SPECIALS Today, Friday & Saturday

SUPER MARKET

1071 Haywood Road - West Asheville

Open 7:00 A. M., Close 10 P. M. Daily — Plenty Free Parking

Asheville Citizen Nov. 20, 1956

FREE TURKEYS

Monday - Tuesday & Wednesday

1 TURKEY DINNER EACH DAY

With All The Trimmings For Thanksgiving

Nothing To Buy—Just Come In And Register Every Day At Rudy's Super Market—Drawing Each Night at 7:30. You Receive Free Complete Thanksgiving Dinner—Consisting Of. Turkey—Idaho Potatoes—Dressing — Sweet Potatoes — Marshmallows—Cranberries—Chestnuts—Oysters—Lettuce—Tomatoes—Peas—Green Beans—Corn—Fruit Cocktail—Celery—Pickles—Olives—Rolls—Pumpkin Pie and A Box of Chocolate Covered Mints—A Complete Meal For The Entire Family. We Will Gladly Hold Your Meal, If You Are A Winner, Until The Day Of Your Choosing—Register Every Time You Shop at Rudy's—Your Name Stays in The Barrel Until Thanksgiving Eve. You Do Not Have To Be Present To Win.

Valleydale Tenderette	Choice Sliced	Young, Tender Plump Dressed & Drawn	Guaranteed Grade "A"
PICNIC HAMS	**BREAKFAST BACON**	**HENS**	**PULLET EGGS**
Lb. 27c	3 Lbs. $1.00	Lb. 29c Quantity Limited	Doz. 29c

FRYERS Pan Ready Cut Up Lb. 27c
Quantity Limited

ORANGES Florida Sweet Juicy Each 1 1/2c

BEANS Bush Bros. Pinto Beans, October Beans, Pork & Beans, Gr. North, Beans, Navy Beans, Red Kidney Beans. Mix 'Em Up. Your Choice — — Tall 303 Can 7 1/2c

Bruce Emory Research

RUDY'S

These And Many More SPECIALS Today, Friday & Saturday

SUPER MARKET

1071 Haywood Road - West Asheville

Open 7:00 A. M., Close 10 P. M. Daily — Plenty Free Parking

FREE! For Christmas Beautiful FUR COAT!

Who will be the happiest woman this Christmas to win this BEAUTIFUL FUR COAT, which will be given away absolutely FREE by RUDY'S SUPER MARKET at 1071 Haywood Road in West Asheville. Will you be the lucky person? All you have to do is to stop in at Rudy's Super Market and REGISTER, as many times as you like. Persons under 18 not eligible for this contest. Remember, there is nothing to buy and you do not have to be present to win. Will be awarded to the lucky winner MONDAY, DECEMBER 24th at 7:30 P. M.

Delicious for Sandwiches and Frying

BOLOGNA

Pound **10c**

CENTER CUT

PORK CHOPS

Pound **39c**

Sweet Hickory Brand Breakfast

BACON

3 Big Pounds **$1.00**

Scoco

SHORTENING

3 Pound Tin **57c**

JFG PEANUT BUTTER

2 Pound Jar **59c**

Good Eating or Cooking

APPLES

5 Pounds **23c**

Campbell's

TOMATO SOUP

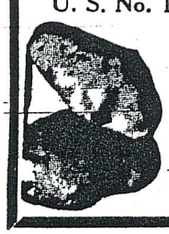
Can **9½c**

Clo-White

BLEACH

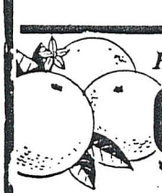
Big Quart Bottle **12½c**

U. S. No. 1 White - Smooth Peeling



POTATOES

10 Pound Bag **24c**



Heavy with Juice...FLORIDA

ORANGES

Only **1½c** Each

Asheville Citizen November 30, 1956

#919 Hazlewood Rd. #915

B705-8

St. Joan of Arc School

SC-99.2

Progress in Education.....

Saint Joan of Arc School

On September 19th. 1927 St. Joan of Arc opened its doors to boys and girls from the 1st through the 8th grade. Three Sisters of Christian Education from St. Genevieve were the first teachers in charge. Through the untiring efforts of Monsignor Louis Bour the school prospered and became in a short time an important unit of education in Western North Carolina.

The continuous progress of the school through the years and the yearly waiting list of pupils show that there is an evident appreciation of the work done by the Sisters.

A new fire proof building will be completed by September 1950. It will be up to date in every way. Of great interest to many will be the opening of a kindergarten. Applications for September are already being received. Reverend William Kuder is in charge.

ST. JOAN OF ARC SCHOOL

Phone 3-6483

915 Haywood Rd.

Sanitary Market
Quality Meats
W. C. JACKSON, Manager
J. W. BLACK, Meat Cutter
707 HAYWOOD ROAD

Asheville Citizen December 12, 1937

CURB SERVICE

Next time you are "out our way" on Haywood Road, drop by and see us . . . we'll refresh you with the BEST in DRINKS and the FINEST in SANDWICHES.

SAUCY SANDWICH SHOP

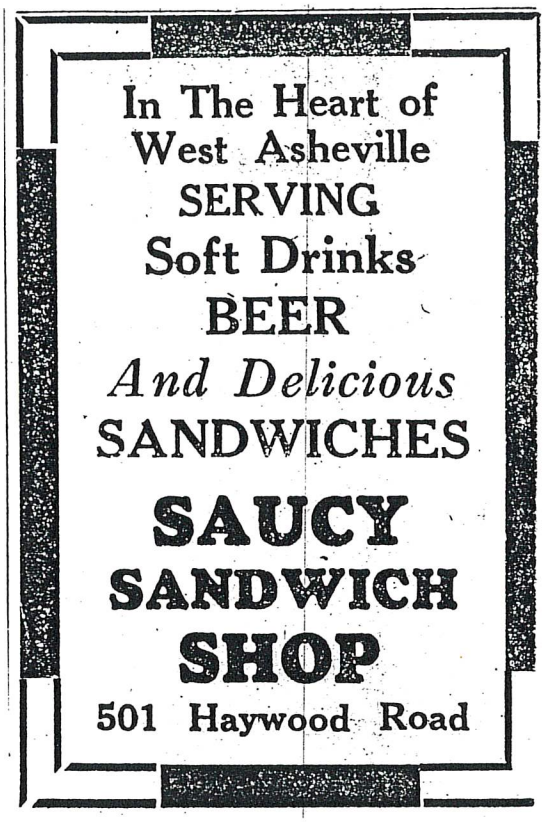
501 Haywood Road

A Most Popular Place to Eat——

A Place to get Quickly and Courteously Served.

Curb Service, with the Table-Car Feature if Desired

SAUCY SANDWICH SHOP
Haywood Road at Burton



Asheville Citizen December 12, 1937

SAUCY SANDWICH SHOP
499 Haywood Road
Dial 9437 West Asheville, N. C.
Visit our larger place, for Railway Men and their Families

1949 Standard Railway Employees Seniority List

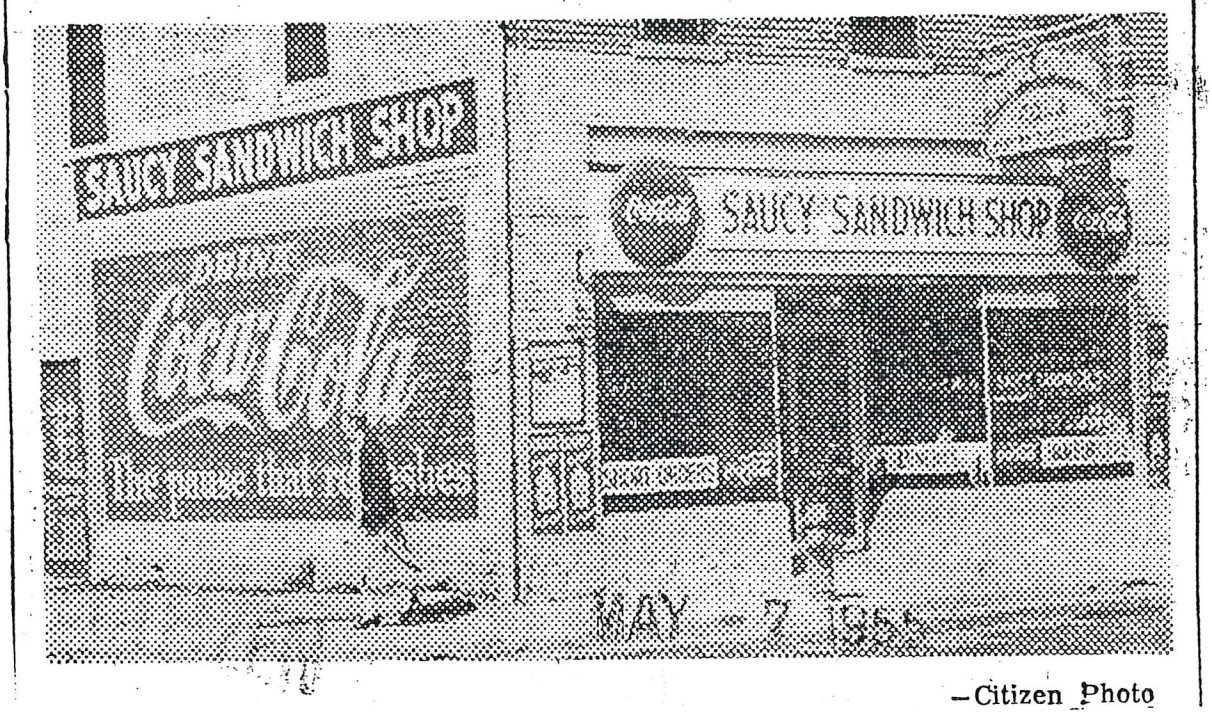
Saucy Sandwich Shop

499 Haywood Road

PHONE 9437

WEST ASHEVILLE, N. C.

Malvern Hills Water Pageant & Beauty Pageant
August 8-9, 1954 Program



—Citizen Photo

Asheville Citizen May 7, 1955

Consignment store climbs to the top

Outdoors outfitter forced to expand

By James Shea
JSHEA@CITIZEN-TIMES.COM

ASHEVILLE — Four partners founded Second Gear with a simple idea — make outdoor equipment affordable.

The store sells used outdoor equipment on consignment, stocking anything from shoes to kayaks.

The business started slowly but has grown 20-40 percent annually since it was founded in 2004. The store has sold 2,600 items on consignment.

"It's expensive to buy new," Second Gear co-owner Russ Towers said. "That was the genesis of the store. There was so much stuff to do in Asheville (that requires outdoor gear)."

The store started in a small space in West Asheville. It moved across the street into a larger store in 2008 and recently completed an expansion, giving the store a total of 3,550 square feet of retail space.

"We basically maxed out across the street," Towers said. "We maxed out here. We knew we had to expand or go home."

Employee Nate Meltzer answers a customer's question at Second Gear.

ABOUT THE BUSINESS

Name: Second Gear
What: Used outdoor equipment store
Where: 444 Haywood Road
Website: http://secondgearwnc.com
Phone: 258-0757

Similar to hunting

Lela Winton, of Asheville, has been shopping at Second Gear since it opened. She is addicted to buying and selling outdoor equipment, always looking for the perfect bargain.

Winton really likes to buy shoes, but she also looks for outdoor gear and jackets, preferring to shop at Second Gear over a traditional outfitter.

"It's more like a hunt," she said.

Winton likes the additional space, and so did her young son. The extra room has allowed Second Gear to set up a tent on the floor. Her son enjoyed himself by crawling in and out of the tent, making it a toy.

"We are going to have to remember to bring a tent when we go to the beach next week," she said with a laugh.

Towers said the store has a loyal customer base. Regulars come into the shop on a weekly or even daily basis and look for new items.

People on vacation also visit the store. Second Gear has fliers in the Chamber of Commerce but also has a strong Web presence.

Chris Mullen from Wisconsin was visiting his aunt. He browsed a rack with bike clothes and selected a shirt that fit.

He plans to participate in an annual bike ride in Iowa over the summer and needs equipment.

Mullen said he was amazed at the selection and prices.

"I like it," Mullen said. "I have not seen anything like it before."

Please see GEAR on E5

PHOTOS BY ERIN BRETHAUER/EBRETHAU@CITIZEN-TIMES.COM

Kathy Streberger looks at a trail map while shopping at Second Gear, a secondhand sporting and outdoor goods store in West Asheville. The business recently expanded.

Changing seasons

Towers had business experience and the entrepreneurial drive to open a store. He teamed up with a couple of former Outward Bound instructors. They had the expertise in outdoor gear. The partnership worked.

Shortly after the original store opened, the outdoor community embraced the idea.

But the store evolved. The partners originally figured the store would sell bikes, backpacks and other outdoor equipment. They were surprised that clothing became a huge part of the product mix.

"Think about your closet — you have a lot more clothes than bikes," Towers said.

The business was cyclical in the early years. The store did really well in the spring and summer, but winters were a slow period for the partners.

"The first couple years were like that," Towers said. "Winters were tough. (But now) we have some solid growth."

The store moves different items onto the store floor as the seasons change. The shorts and T-shirts are out in the spring and summer and winter coats and gloves in the fall and winter. Besides the used consignment items, Second Gear also stocks guidebooks and maps. Towers said the items "fill in gaps" in the merchandise.

Part of the community

Second Gear has three employees besides the partners, who work part time at the store. Towers said Second Gear is more than a business. It is part of the community. The business sponsors numerous events and fundraisers, often providing gift certificates or store credit.

"The mission from day one was not to just make money but to be a part of the community," Towers said. The store expanded for three reasons, Towers said. For starters, the store was packed.

"We had products that we could not get onto the floor," he said.

Also, the space was available and sales growth was strong.

Towers has been pleased with the expansion.

"April is going great," Towers said. "As soon as we opened up there was this rush of stuff."

He added, "It flows, but we still have room to grow."

PAINTERS AND DECORATORS

C. GLENN SELF

FOR EXPERT

PAINTING and DECORATING

755 HAYWOOD ROAD

PHONE 51

Asheville City Directory 1939

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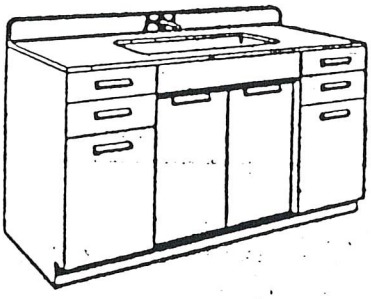
Asheville Citizen July 6, 1964

CABINET MAKERS



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Asheville City Directory 1953

SELLERS CABINET SHOP

Paul G. Sellers, owner of Sellers Cabinet Shop, began his business back in 1946 at its present location, 417 Haywood Road in West Asheville. Sellers, who is married and has four sons, is a member of the Masons, West Asheville Business Association, Western Carolina Coin Club, Wildlife Club, and the Abernathy Methodist Church.

SELLERS

The original cabinet shop has taken on a very diversified list of servcies and merchandise for the homeowner, among which are Ventless Stove Hoods, Custom Martha Washington Electric Stoves, custom-built cabinets, Kirby Cleaners, Navaco aluminum awnings and carports, Ventaire custom-made awnings, and Aristo storm windows and doors.

According to Sellers, this is one of his busiest seasons of the year . . . preparing Asheville homes for the hard winter ahead; however, his efficient crew is well prepared to give fast, expert service.

Asheville Citizen November 17, 1960

SEMI-SUPER MARKET will be formally opened to the public tomorrow morning at 723 Haywood road, in West Asheville. This new super market is the first to be opened in Asheville by a local independent grocer. It has every convenience of the modern super markets, plus telephone and delivery service. J. G. Ball, manager and owner of the Semi-Super Market cordially invites everyone to visit his new store tomorrow

Dec 10

J. G. Ball Well Known Asheville Grocer Opens New Store

J. G. Ball, well known Asheville grocer who for the past fourteen years has operated Ball's Grocery at 985 Haywood Road announces the formal opening on Wednesday morning of his new Semi-Super Market which will be located at 723 Haywood Road.

The new location has been completely remodeled and modernized and new fixtures of all kinds have been installed including one of the most modern electric refrigeration systems. The new store will occupy floor space measuring 25x70 feet.

Mr. Ball announced the appointment of G. R. Bennett as manager of the meat department which will feature at all times well known brands as well as a complete line of sea foods. Many new features will be offered by the new store including self-service, phone and delivery service (deliveries in West Asheville only) and a full stock of nationally known brands of merchandise including frosted foods.

"Ideas incorporated in the new store are the result of years of close observation to grocery store buying trends," said Mr. Ball. The new store incorporates many new and original ideas that I have conceived during the past 14 years of serving the buying public" he said.

The new store is a member of the A-G group and the NROG as well as the Mutual Distributing Company. It is a noteworthy fact that the NROG is one of the largest buying organizations in the country and Mr. Ball states that thru direct buying he will be able to offer housewives the best possible prices at all times.

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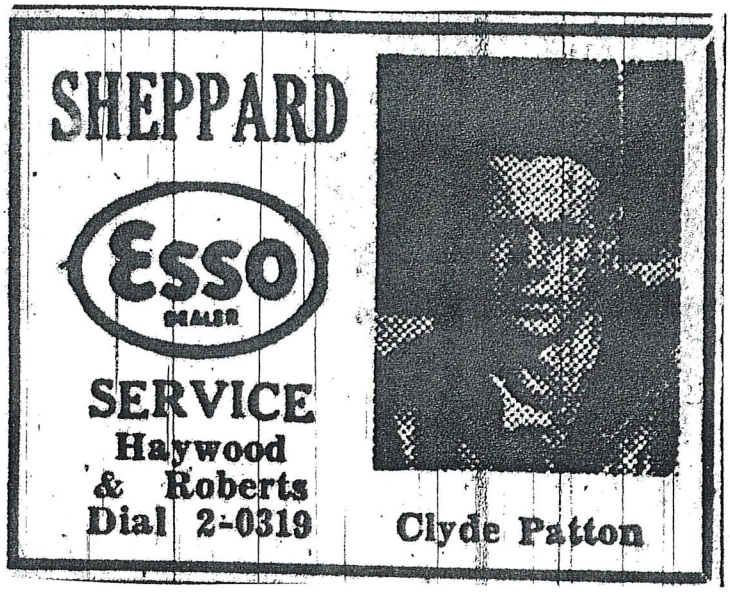

Asheville Citizen April 6, 1950

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coverstory

Broadening its original mission

MMF now offers small businesses bigger loans, technical support

By Dale Neal
STAFF WRITER

WEST ASHEVILLE — "I'm more of an artist than a businesswoman," **R. Brooke Priddy** freely admits in her West Asheville studio.

But in the past five years, Priddy has stitched together a profitable company in Ship to Shore, creating custom-made women's lingerie and dresses.

Priddy launched her firm with the help of Mountain Microenterprise Fund, taking the Foundations course to learn business basics and how to write a business plan. She then took out a $1,500 loan from the nonprofit, which she used to buy a sewing machine.

But five years later, just breaking even, Priddy needed help, not with the needle and thread but with marketing and planning. "I think about what is happening now. I'm not really thinking forward. I'm never giving myself for future projects."

So, Priddy turned again to Mountain Microenterprise Fund, enrolling in the new Growth and Opportunities Program, or GO. Priddy was paired with **Elizabeth Johnson**, a professional business consultant paid by MMF.

Priddy had the talent as a seamstress as well as the passion to succeed as a businesswoman, Johnson observed. "Brooke wanted a fresh perspective. Most people want to do their business better, but they don't have the time. It takes an incredible willingness to do this," Johnson said.

Priddy sees sales taking off, sewing up new wholesale deals with boutiques over the Internet and creating more one-of-a-kind wedding dresses for local brides. She's now ready to hire a business assistant to help with the bookkeeping and accounting. She's taken on another $5,000 loan from MMF to provide for a Web site and marketing.

John Fletcher/STAFF PHOTOGRAPHER

R. Brooke Priddy works on a wedding dress at her business, Ship to Shore, in West Asheville. Priddy got her start with the help of Mountain Microenterprise Fund, and when she wanted to expand her business, she enrolled in MMF's new Growth and Opportunities program for existing business.

Asheville Citizen February 27, 2006

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G. A. Shipman, Plumbing Co., 487 Haywood Rd., has many years of plumbing experience in solving all types of plumbing problems. The firm guarantees their work. Their estimates are free, their services fast and efficient and prices are reasonable. "No job is too small or too large for us," says G. A. Shipman, owner.

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Asheville Citizen June 22, 1964

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- We use local and organic ingredients whenever available.
- Cakes are priced starting at four dollars per serving.
- Cupcake weddings and cake buffets are priced starting at three dollars per serving.
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ASHEVILLE CITIZEN-TIMES • VOICE OF THE MOUNTAINS

From scratch, with love: The woman behind Asheville's Short Street Cakes cooks up community with her creations

Barbara Blake • April 18, 2010

ASHEVILLE — When Jodi Rhoden was a little girl, she dreamed of becoming a famous actress and an astronomer.

Instead, she bakes cakes. Big cakes, small cakes, round cakes, square cakes, layer cakes, flourless cakes, wedding cakes, vegan cakes, cupcakes. All created under the slogan, "Fresh, natural, from scratch, with love."

As the proprietor of Short Street Cakes, which opened a little more than a year ago at 225 Haywood Road in "East West Asheville," Rhoden is a baker and decorator extraordinaire. But this is no ordinary cake lady.

When Rhoden is not whipping up Aunt Tissy's Italian Cream Cake or her new Ashevelvet Cake, she is busy being mom to 4-year-old Jasper, mentoring other small-business owners, keeping up with her lively blog, "My Life in Cake," offering her sweets and her energy to local nonprofits, championing urban agriculture through the Bountiful Cities project, collaborating with local crafters on projects such as Howard Street Handmade, and otherwise working to build a sense of community in West Asheville and beyond.

"Pretty much, if there's an organization that's doing the right thing in the community, Jodi's going to lend her creativity to supporting them in some way, even if it's just baking cupcakes for fundraisers," said Safi Mahaba, who serves on the Bountiful Cities board with Rhoden.

"She believes in the grass-roots, she believes in our ability as a community to take care of each other and sustain ourselves, and she lives that and breathes that every day of her life," Mahaba said. "She's just amazing — I don't know how she gets it all done."

Catching her breath

Rhoden grew up near Atlanta, was active in theater in high school, and graduated in 1999 from the University of Georgia in Athens with a degree in social work and a certificate in women's studies. She worked in the rape crisis and domestic violence fields and was involved in various forms of "do-it-yourself" activism, such as Food Not Bombs. She and her former husband, Duncan Macfarlane, Jasper's father, met in Athens and lived for two years in Boston before moving to Asheville in 2001.

It was in Boston that she learned to bake, working as a job trainer in a bakery-training program at the Haley House, part of Dorothy Day's Catholic Worker Movement. She also helped Jane Smillie as she started CitySprouts, Cambridge's renowned schoolyard gardens nonprofit.

"I was very influenced by the experiences I had there, in the soup kitchen and community gardens," Rhoden said. Proof of that lies in the fact that the five people she named as those she admires the most, living or dead, are Dorothy Day, Emma Goldman, George Washington Carver and her parents, Sally and Jim Rhoden.

When the couple arrived in Asheville, "we jumped

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right into the anti-war movement at the start of the Iraq War," Rhoden said. "I worked with the Asheville Community Resource Center (now defunct after losing its lease on Lexington Avenue) and Bountiful Cities back then, and activism was more of my full-time job than the bakery or waitressing jobs I had at the time."

They bought a dilapidated house on Short Street in Montford and lived in the backyard in an Airstream trailer for a year and a half while they restored the home.

"In 2005, our son was born, which changed my life forever. My efforts became channeled into raising him, and at the same time I began to focus on creating Short Street Cakes and writing, via my blog," Rhoden said.

"Five years later, I feel like I am just now catching my breath; I've moved the business to Haywood Road, and it's doing great, and I'm writing a book about Southern cake ladies for Lark Books," she said. "My son's father and I are no longer together, but we're great co-parents, and I feel excited and happy about all the projects I am working on and ones to come."

Community from scratch

Those projects, especially the cake business, have been informed by deeper lessons about relationships and community.

"I have been influenced equally by my Southern family and my political work in becoming a baker," Rhoden said. "My mom taught me about baking and cooking, and the importance of family meals and celebrations. And my love of do-it-yourself craft and self-sufficiency prompted me to be more self-sufficient through gardening and baking and cooking from scratch."

She took a Foundations course through Mountain Bizworks two years after beginning to bake out of her certified home kitchen, realizing that for the business to succeed she needed a larger capacity than her home kitchen offered.

"I am really grateful to Mountain Bizworks — the class was affordable and I learned some basic business tools and formulas that I was able to run with," Rhoden said. "The main thing, though, is the community of the organization — you meet some of the most inspiring people who are living in Asheville and thriving as self-employed artists, farmers, chefs, craftspeople."

Rhoden didn't just meet people who were inspiring. She began inspiring others, including Katie Grear, who, with her husband, Mike Adams, launched Lady Luck Flower Farm in Candler a year ago.

"Jodi was our first customer; we were trying to do the best we could, but we didn't have a Web site or anything, and she put me all over her blog and that connected a lot of people to me through her," Grear said.

"Jodi is amazing — she's got it all down. We both did the Mountain Bizworks thing, but she is really like a premium example of just making it all happen," Grear said. "Like her logo says, from scratch with love — that's like who she is, exactly. She really gave us hope and confidence, and without her support, I don't know…"

Ellen Fletcher Knight, a quilt maker who was a vendor at the Howard Street Handmade community craft fair that Rhoden organized last summer in the space next door to the cake shop, said Rhoden has a gift for bringing people together for the betterment of all.

"Jodi was very deliberate about picking her location with community in mind, to get people excited about that part of West Asheville, to get artists

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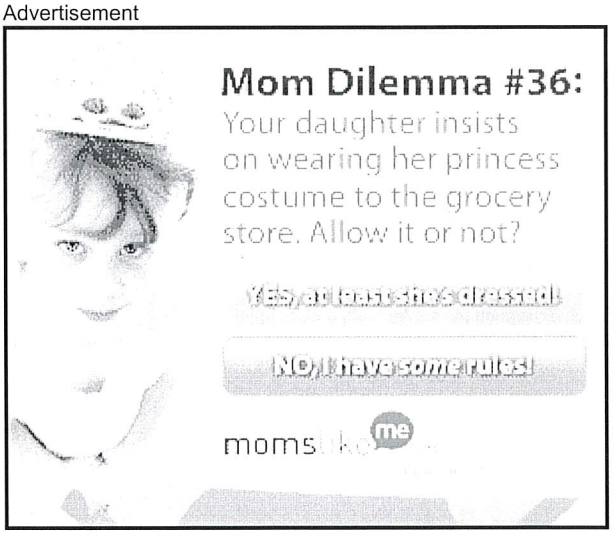

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together and talking and creating a dialogue of things that are hand-crafted and grass-roots, and what it means to actually start forming a community," Knight said.

City harvest

Today, Rhoden's main passion beyond her son, her blog and the cake shop is the Bountiful Cities Project, which encourages gardens in inner cities to provide healthy, locally grown food.

"What I like about Bountiful Cities is that it not only creates opportunities and supports efforts for urban agriculture to happen here in the city, but as an organization it (teaches) the importance of local food and urban agriculture from a social justice perspective," Rhoden said.

"There's no reason we can't produce more of what we eat right here where we live, and deepen our relationships with our neighbors in the process."

Rhoden also is passionate about relationships with the past, as evidenced by the fantastic Frigidaire Flair stove that houses the antique china on which she serves slices of cakes in her shop. There are also aprons strung on a clothesline on the wall, and vintage cake plates and carriers that friends pick up for her at yard sales.

"Aesthetically, I'm interested in things that tell a story," Rhoden said, "old quilts, or dishes, or houses, for that matter. I wonder where they've been and who used them."

In a nod to modern times, she says she generally makes and eats home-cooked meals, but confesses that she's "not afraid of a little Bojangles every now and then."

Rhoden isn't interested in opening a second Short Street Cakes or moving on to a bigger city or even expanding into a café setting with other foods.

"I really love just specializing in one thing," she said. "I think it makes it simpler and smoother, and we stay really focused on exactly what it is that we do."

She also stays focused on community, donating any cakes or cupcakes that are more than a day old to the A HOPE day shelter.

"Just like me baking cakes," Rhoden said. "I think there are many people who are creating alternative economic means by making beautiful things and selling them in the community.

"It is a return to a saner pace of life that once existed," she said. "Hopefully, we can bring those traditions into the future — keep the good parts and change what we need to change."

Purchase this Photo

Jodi Rhoden, owner of Short Street Cakes on Haywood Road in West Asheville, is a mother, an entrepreneur and a community activist. She also bakes a mean cake. (John Fletcher/Jfletcher@citizen-times.com)

JODI RHODEN

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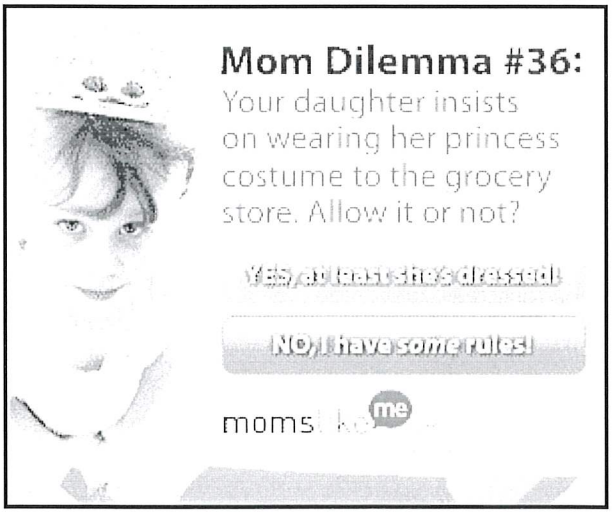

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Age: 33.
Occupation: Owner of Short Street Cakes, 225 Haywood Road, West Asheville.
Education: Bachelor's degree in social work and certificate in women's studies from the University of Georgia in Athens.
Family: Son, Jasper, 4.
Web site: www.shortstreetcakes.com.
Blog: www.shortstreetcakes.blogspot.com.

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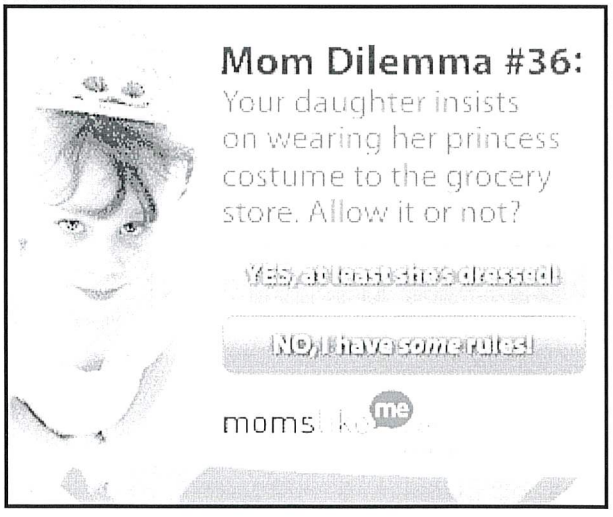

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ASHEVILLE CITIZEN-TIMES • VOICE OF THE MOUNTAINS

West Asheville's Short Street Cakes announces spring menu

From staff reports • April 18, 2010

Short Street Cakes announces spring menu

A West Asheville cake shop has announced a new spring menu that includes 10 new flavors.

Short Street Cakes, which specializes in scratch-made, Southern style cakes, opened just over a year ago at 225 Haywood Road offering all-natural products made with many local and organic ingredients.

The cake shop's new menu will include a buttermilk white cake with cooked caramel icing, a peanut butter chocolate cake, and a fresh coconut cake with seven-minute icing, as well as a bacon apple deluxe cake.

The menu can be viewed online at www.shortstreetcakes.com. The shop is open from noon to 6 p.m. Wednesday through Saturday and by appointment Sundays and Mondays. Whole cake orders require 48 hours notice, though cupcakes are available for sale during shop hours.

Related Articles

- From scratch, with love: The woman behind Asheville's Short Street Cakes cooks up community with her creations

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Asheville Telephone Directory, 1947.
Signs of All Kinds, 24 Haywood Road.

ASHEVILLE CITIZEN-TIMES, Asheville, N. C.
Sunday, February 25, 1962

Discount Store Will Open Here

Sky City, a discount self-service department store, will become the newest addition to Asheville's mercantile family with its opening in August.

Announcement of the store, which will entail an $800,000 overall investment for building, land, fixtures and merchandise, was made Saturday.

The store will be located on Patton Avenue next to the A&P store at 1069 Patton Avenue and will extend 250 feet to the west.

The American Jobbing Co., operators of the Asheville Army Store and the Bower's stores in North Carolina, Tennessee, Georgia and Kentucky, are the lessees, having signed a 20-year agreement with Town & Country Shopping Center, of which Harry D. Blomberg is president. Myron C. Peterson of Asheville and Ben A. Bower of Knoxville are the principal stockholders of American Jobbing.

Peterson, manager of the Asheville Army Store, said Sky City will carry men's, women's and children's wearing apparel, shoes for the entire family, housewares and household goods, small appliances, millinery and bags, hardware, toys, sporting goods, jewelry and cameras. A complete drug department and a snack bar will also be included.

The one-story structure, of masonary and steel construction, will have 40,000 square feet with an option for an additional 12,000-square-foot expansion. Architect for the air conditioned structure is J. Bertram King. Construction is to begin immediately.

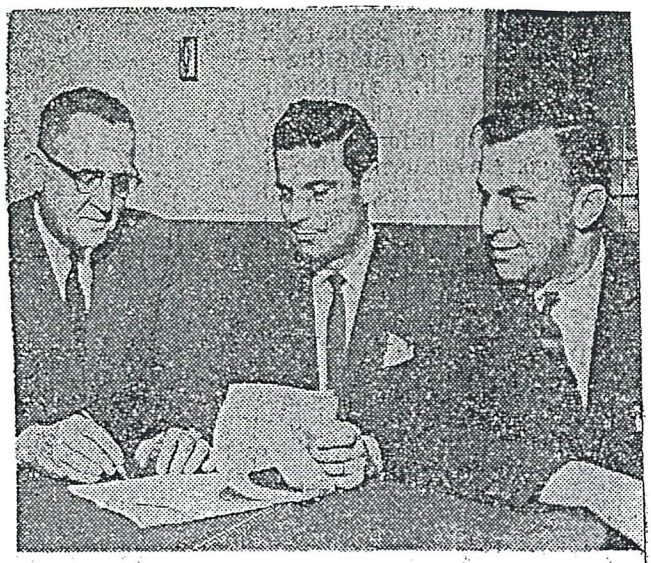
"The concept of the self service store is to sell merchandise on a low markup enabled by volume, self service and parking facilities offered to the customers," Peterson said.

The reduced overhead will allow families to save considerable amounts each year for personal and household needs, he said.

"The companies with which Sky City is affiliated bring about a vast buying power, enabling them to purchase merchandise at bigger discount prices in the market and pass these discounts on to the customer," he said. "Discount prices will prevail every shopping day, rather than on special sales days only. Sky City will sell only first quality merchandise.

Design will be for easy shopping with seven check stands each operated by two employes. Wide aisles will easily accommodate shopping carts, he said.

Asheville Citizen February 25, 1962



—Citizen-Times Photo—Glenn

SIGNING THE LEASE for Sky City, a discount self-service department store to be built on Patton Avenue, were Myron C. Peterson, representing the American Jobbing Co., lessees, left; S. M. Patton, vice president of Town and Country Shopping Center, the lessors, center, while Architect J. Bertram King looked on.

AN AUGUST OPENING is expected for Sky City, a discount self-service department store to be located in the 1000 block of Patton Avenue. Architect J. Bertram King's sketch shows how the 40,0(square-foot, air conditioned structure will appear upon completic

Asheville Citizen February 25, 1962

Sky City Discount Center

Asheville Citizen August 15, 1962

To Open Doors Wednesday

Sky City Discount Center, the latest in self-service shopping and newest member of Asheville's mercantile family, opens its doors to the public at 10 a. m. Wednesday.

The mammoth, 40,000 square feet store will encompass some 30 departments ranging from women's ready to wear to shoes for the family, from accessories to small appliances.

The $750,000 structure, located in the 800 block of Patton Avenue west of the Smoky Park Highway Bridge, will offer free parking facilities for 400 cars and will have shopping hours from 10 a. m. to 10 p. m.

Charles E. Longmire, an employe of Sky City-affiliate Bower's Stores Inc., for the past 20 years, has come here from Toccoa, Ga., to be operational manager.

Robert B. Peterson, also a Bower's employe, has left his general manager post at Kalin's Department Store in Hendersonville, to be Sky City's merchandise manager.

Sky City's home, designed by architect J. Bertram King, will be a one-story structure of masonry and steel construction and will be fully air conditioned.

"The concept of the self-service store is to sell merchandise on a low markup enabled by volume, self service and parking facilities offered to customers," Myron C. Peterson, a principal stockholder and manager of Asheville's Army Store, said.

He said the reduced overhead will allow families to save considerable amounts each year for personal and household needs. Sky City is designed for easy shopping and purchasing with seven check-out stands operated by two employes each. Wide aisles will easily accomodate shopping carts he said.

The center's 30 departments include:

Women's fashion ready to wear, women's sportswear, lingerie, millinery and bags, accessories, maternities, infants and toddlers, girls' wear, men's wear, sportswear and furnishings and a complete boys' department.

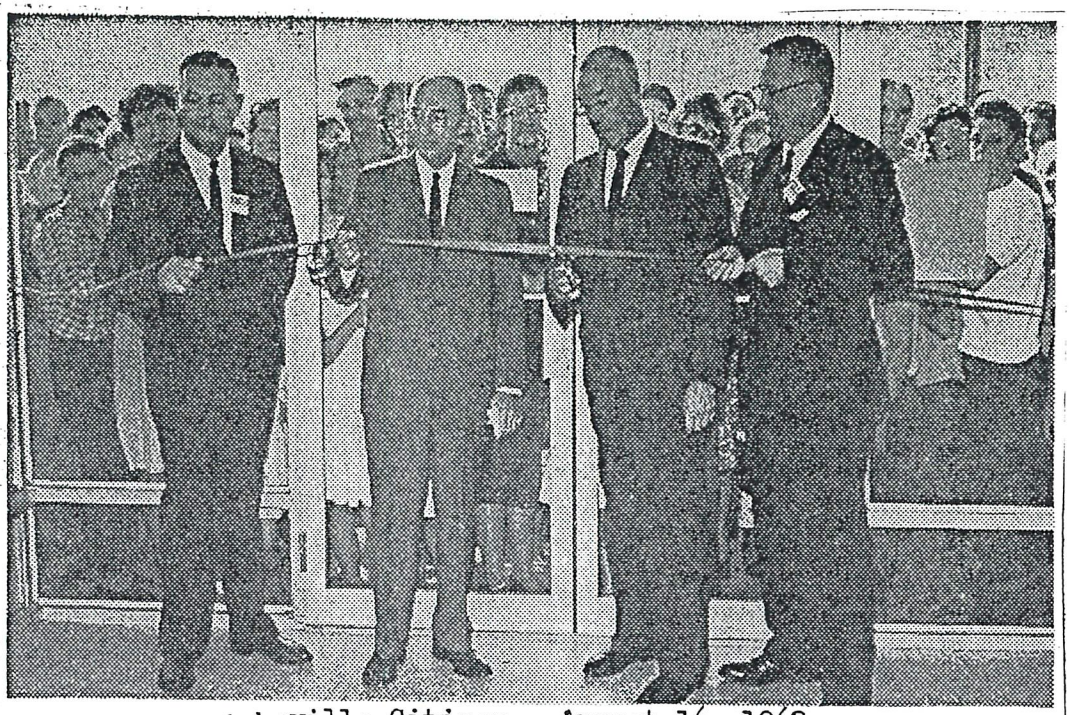
Also shoes for the family, domestics, piece goods, home furnishings, notions, drapery and upholstery, health and beauty aids, greeting cards and stationery.

Giftwares, hardware, paint, tools, auto accessories, toys, lighting fixtures, small appliances, a record shop, a camera and photo supply center and a luncheonette.

Among the key personnel at Sky City will be Mrs. Mildred Merrill, manager of children's wear; Charles Kent, hardware department manager; Carroll Henry, assistant manager in hardware; B. K. Harrison, shoe department manager; J. W. Thomas, managerial coordinator and specialty adviser; Mrs. Lucille Harding, yard goods department manager; Mrs. Ethel Wallen, women's ready to wear manager; E. C. McKay, camera department manager; Joe Revis, men's and boys' section manager, and Mrs. Ella Garland, cosmetic department manager.

Store officials cited Sky City's affiliation with other companies as adding vast buying power, enabling Sky City to purchase merchandise at bigger discount prices and pass these discounts on to customers.

Asheville citizen August 15, 1962

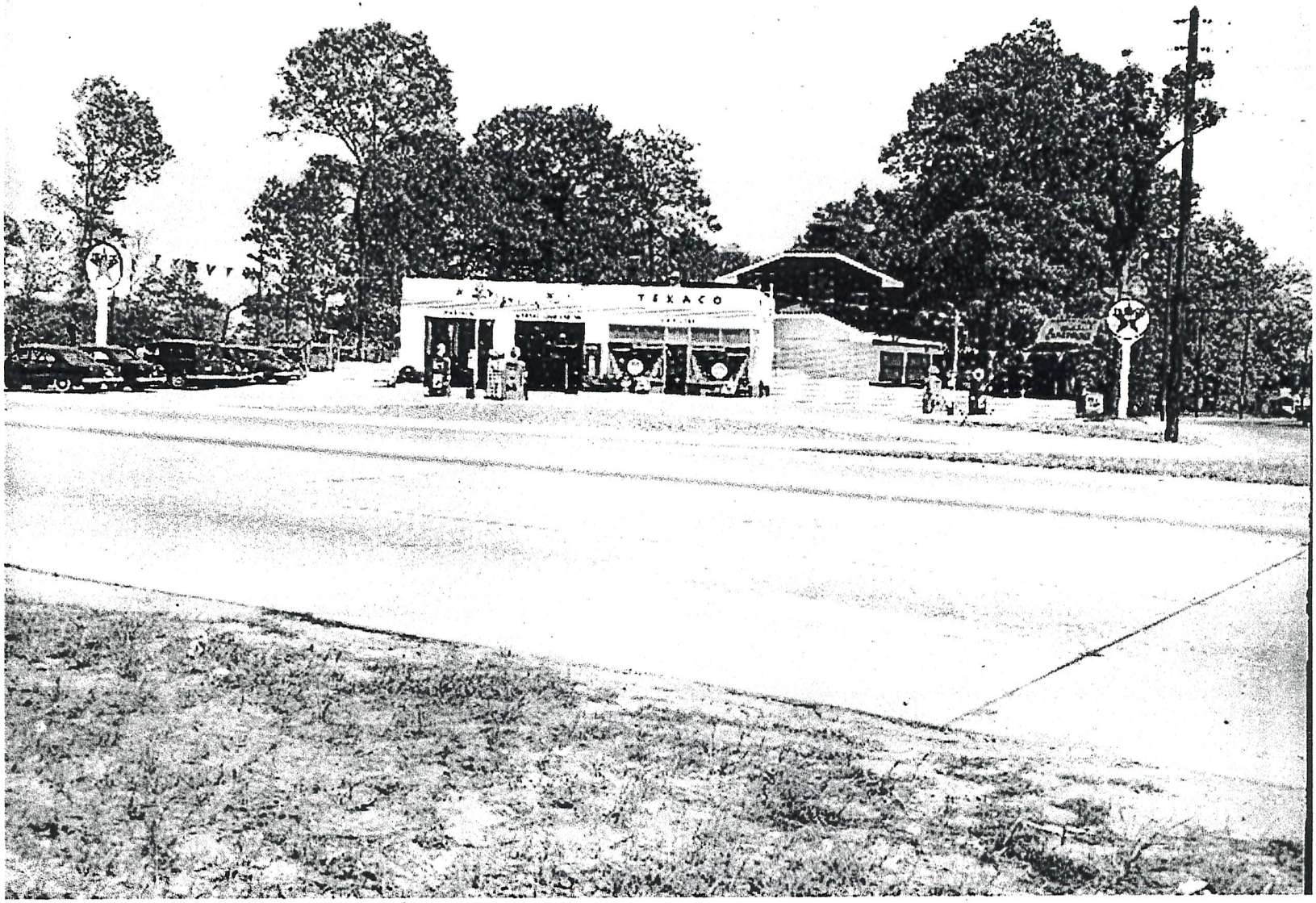


Asheville Citizen August 16, 1962

—Citizen Photo

TRADITIONAL ceremonies Wednesday morning marked the grand opening of Asheville's first discount house, Sky City, Inc. On hand at the ceremonies were (L-R): C. E. Longmire, operational manager; Philip Woollcott of the Bank of Asheville; Mayor Earl W. Eller, who cut the ribbon (his second of the day—having also opened a new First Union National Bank office); and Myron Peterson, president of Sky City, Inc. About 25,000 persons went through the store during the grand opening day from 9:30 a.m. until 10 p.m., Peterson said. The parking lot and store were filled and traffic was backed up on Patton Avenue in both directions for considerable distances all day long, Peterson said, except for a short lull in the early evening hours.

Asheville Citizen August 16, 1962



Ewart M. Ball Photographic Collection
N3724
"Ham" Sluder Texaco Station
Haywood Road and Ormand Avenue, 5/15/51

REX SMATHERS REALTY CO.

Since 1920

REAL ESTATE, LOANS, INSURANCE DEVELOPERS

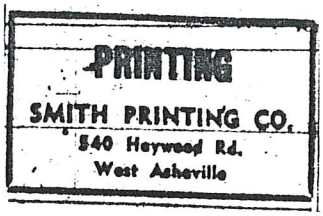
REX S. SMATHERS, JR.—REX SMATHERS—TOM McCURRY

940 HAYWOOD ROAD DIAL 3-7302

Rex Smathers Realty Co.

Since 1920
THE MOST COMPLETE
Service In
REAL ESTATE
REX SMATHERS, SR.
TOM McCURRY
REX SMATHERS, JR.
940 Haywood Road
DIAL 3-7302

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program



Asheville Citizen October 13, 1960

SMITH PRINTING CO. OFFERS A COMPLETE PRINTING SERVICE

The Smith Printing Company, which is located at 540 Haywood Road in West Asheville is owned and operated by G. N. Smith.

SMITH

It was in 1950 that the firm began with very limited facilities, at its present location.

Since that time, however, the company has added new and completely automatic presses.

They are prepared to turn out faster yet professional work. The Smith Printing Company specializes in printing, both letterpress and offset. Mr. Cameron Osborne is affiliated with the firm.

According to Mr. Smith, he is equipped to originate and produce any type of printing that an office would normally need. "If it's friendly, fast and conscientious service you want in printing, the number to call is AL 4-1000," says Mr. Smith.

Asheville Citizen December 8, 1960

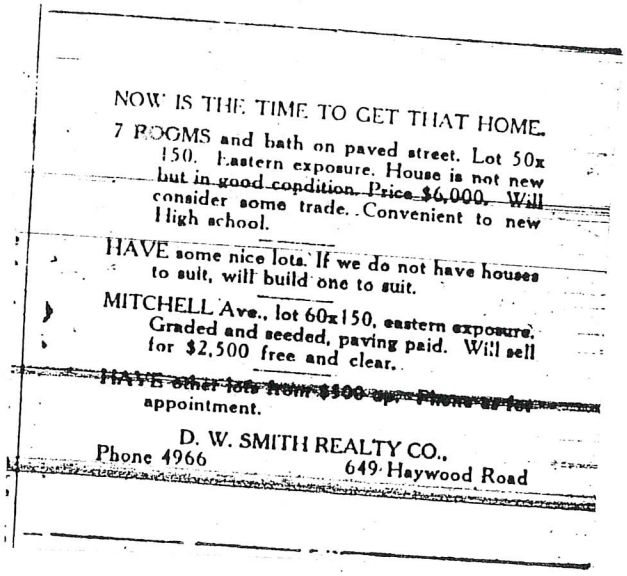
D. W. Smith Realty Company

DAVID W. SMITH, Manager

GENERAL REAL ESTATE

649 Haywood Road

West Asheville, N. C.



NOW IS THE TIME TO GET THAT HOME.

7 ROOMS and bath on paved street. Lot 50x150. Eastern exposure. House is not new but in good condition. Price $6,000. Will consider some trade. Convenient to new High school.

HAVE some nice lots. If we do not have houses to suit, will build one to suit.

MITCHELL Ave., lot 60x150, eastern exposure. Graded and seeded, paving paid. Will sell for $2,500 free and clear.

HAVE other lots from $500 up. Phone or for appointment.

D. W. SMITH REALTY CO.,
Phone 4966 649 Haywood Road

Asheville Citizen early 1927

Congratulations!

To J. T. Bledsoe and the people of West Asheville on having such a handsome, well-built and splendidly furnished postoffice.

D. W. Smith Realty Company

771-A Haywood Road Phone 4966

Asheville Citizen June 30, 1930

F. L. Smith
Service Station
759 Haywood Road, West Asheville

Lee Tires and Tubes In All Sizes.

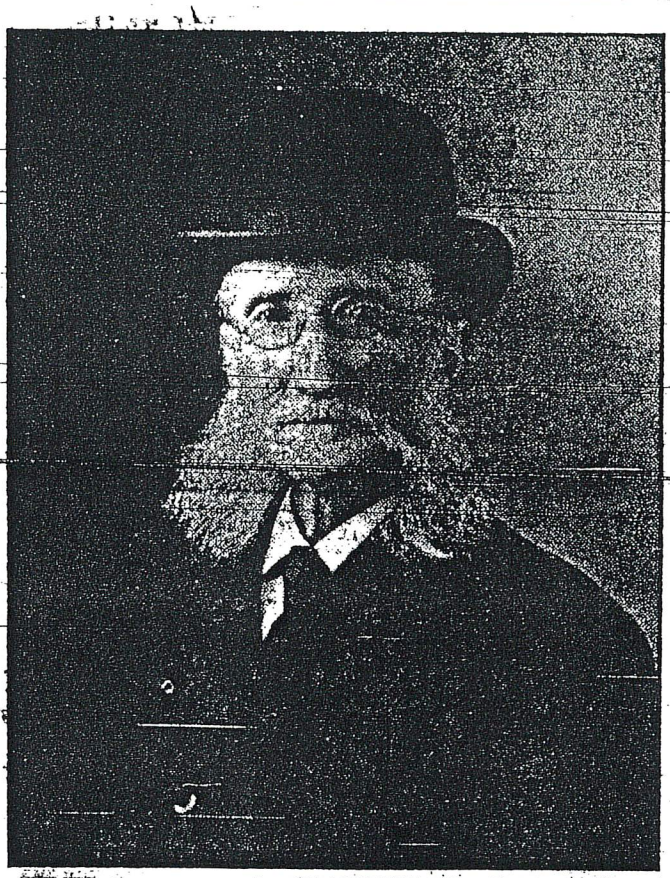
Texaco Gasoline and Motor Oils
Complete Line of Quality Accessories. The BEST in Washing, Polishing and Greasing Service.

Open from 5 A. M until 10 P. M.

"A TEXACO STATION"

Asheville Citizen June 30, 1930

—ASHEVILLE BUSINESS MEN—



DR. T. C. SMITH.

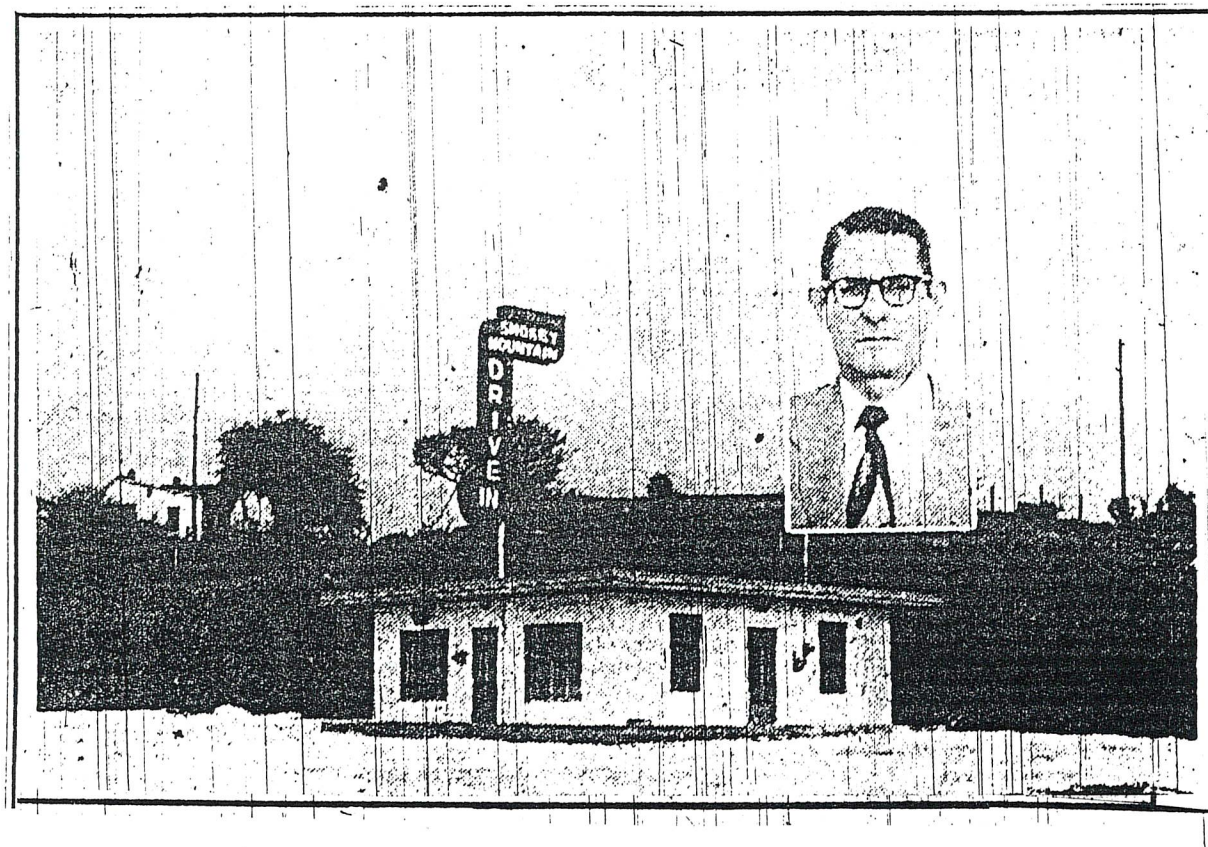
Dr. T. C. Smith, one of the city's pioneer business men, came to Asheville from Charlotte in 1887. In that year he opened his retail drug store and eight years ago started an exclusive wholesale house on Lexington avenue.

Dr. Smith is prominent in Methodist church circles and has always taken an active interest in local affairs. Although seventy-two years old, he is a remarkably active man.

—Photo by Hay.

Asheville Citizen July 24, 1910

Asheville Citizen May 4, 1952



SMOKY MOUNTAIN DRIVE - IN

618 Patton Ave.

Now Open

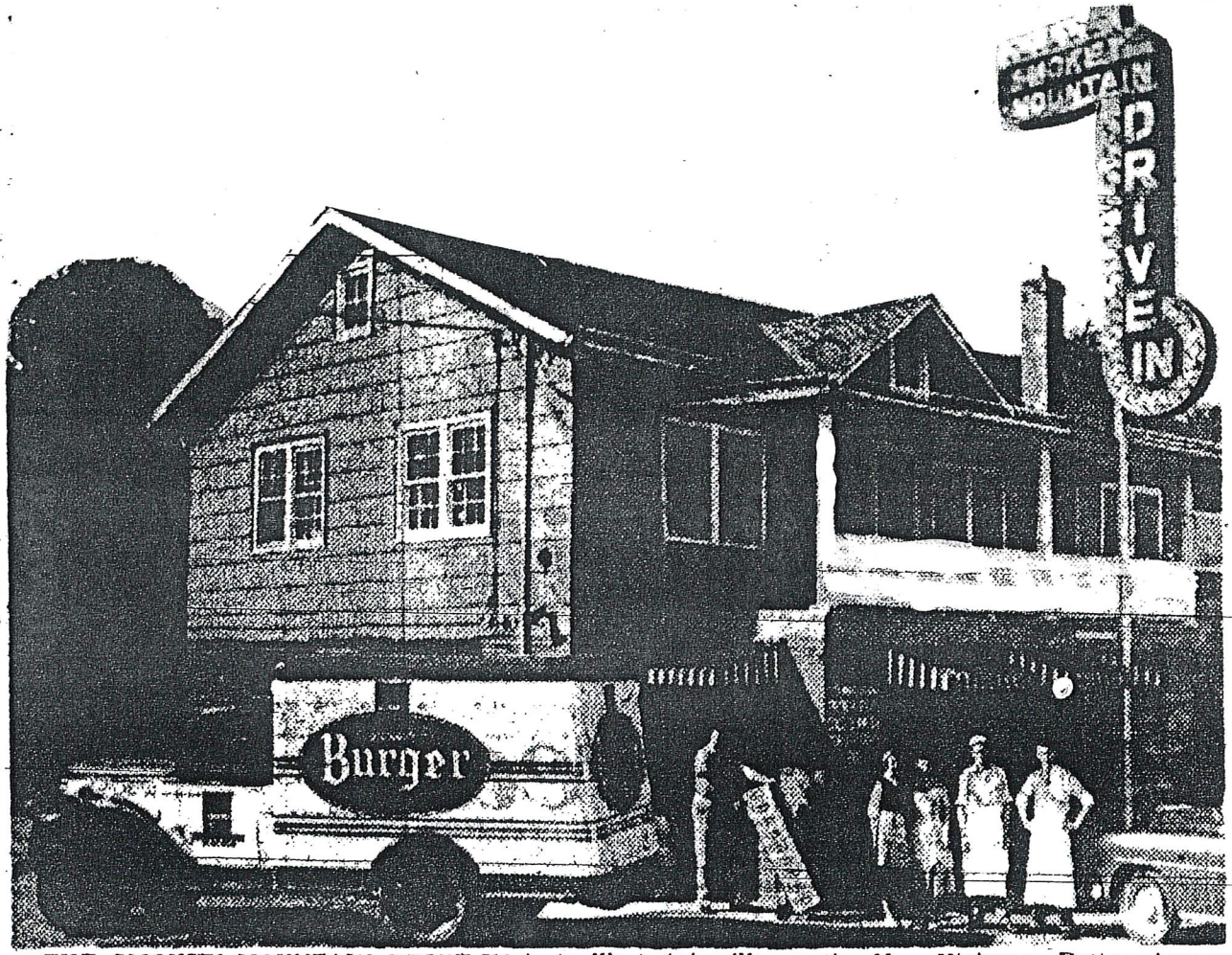
At left is an exterior view of Asheville's newest, The Smoky Mountain Drive-In, Opened under the management of J. Henry Mills, Owner, shown in the inset

OPEN DAILY
11 A. M. TO
12 MIDNITE

Featuring Delicious
SANDWICHES
OF ALL KINDS

CURB SERVICE

The Beautiful Sign Made By
BILTWELL SIGN CO.
Dial 3-7317
3 Louisiana Ave



THE SMOKEY MOUNTAIN DRIVE-IN is in West Asheville on the New Highway, Patton Avenue Extension, about one mile west of the new bridge and on the north side of the highway. There is a large parking space, in fact, a very wide driveway completely around the building. The drive-in is all new and modern and is owned by Augustus Pappas and Paul Aliferis, experienced restauranteurs. It is operated by Andy A. Postolon and Gus Kondilis. Specialty of the drive-in is steak sandwiches "all the way." ~~Staff members at Smokey~~ Mountain Drive-In ~~are very~~ careful not to serve beer to teenagers.

Asheville Citizen July 23, 1956

IF YOU WANT TO GET YOUR FRIEND A
REAL PRESENT AT A REAL PRICE
DROP AROUND AND SEE US

SNYDER WARLICK FURNITURE CO.

THE SAME BLOCK AS THE POST OFFICE
WEST ASHEVILLE, N. C.

From "The Skylander", West Asheville School student publication, May, 1922

COMPLIMENTS OF

SNYDER-WARLICK FURNITURE CO.

Phone 3642

424 Haywood Road

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927

PAUL E. SMITH L. W. BROOKSHIRE

Southern Garage

The Service Station That "Serves"

COMPLETE AUTOMOBILE SERVICE

White Flash Gas and Oil

Phone 229

299 HAYWOOD ROAD ASHEVILLE, N. C.

Asheville Citizen May 13, 1931

Southern Hardware Company 717 Haywood Road

STARTS THIS MORNING AT 9 A. M.

BANKRUPT SALE

ENTIRE STOCK OF SOUTHERN HARDWARE CO. MUST BE CLOSED OUT AT ONCE! ATTEND!

HARDWARE

This stock consists of high grade Hardware, Tools, etc., and limited space makes it impossible to list all items and prices. No matter what you want in the Hardware line, it is here for you, and at a price that means big savings.

COME PREPARED TO BUY!

Nothing Reserved! Get Your Share!!

Starting this morning at 9 a. m., the entire Bankrupt Stock of The Southern Hardware Co., located at 717 Haywood Road, West Asheville (at end of car line), will go on sale at record-breaking low prices. High grade Hardware, Paints and Housewares at a fraction of original prices.

ATTEND SALE OPENING DAY!

CUTLERY

REDUCED 33 1-3

Entire stock of high grade knives, forks, scissors, etc.—will be closed out at a reduction of one-third. Nationally-known brands offered at big savings.

LAWN MOWERS REDUCED!

PAINTS AND BRUSHES

1/2 PRICE

High grade Paints, Lacquers, Varnishes, Stains, Brushes, etc.—all to be cleaned at exactly ONE HALF the original price! Now is the time to paint, get a supply at this remarkable low price. A High Grade Paint for every purpose is included and brushes in all sizes and grades.

HOUSE PAINTS	LACQUERS
ENAMELS	STAINS
VARNISHES	BRONZE
OIL PAINTS	AUTO ENAMEL

AND A GREAT MANY OTHER FINE PAINTS

BETT'S CLEANER

Regular $1.00 Size

Bett's Famous Waterless Paint Cleaner, the ideal cleaner for bath, kitchen and all inside paint. Get a supply at this special low price starting Friday!

69c

$1.50 CARD TABLES . . . 89c

25-FT. HOSE

Regular $2.50 Value!

$1.69

High grade Garden Hose complete with connection plugs. Fresh stock. None sold to Dealers.

SCREENS

REGULAR 75c SELLERS 50c

Adjustable window screens in various sizes. Get a supply at this special low price.

$1.25 METAL STOOLS 79c

RIFLES

$2.00 DAISY RIFLES $1.49

Genuine Daisy air Rifles for boys at a very special low price. All shot guns and rifles greatly reduced for quick sale!

SALE STARTS FRIDAY!

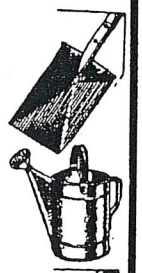
BUCKETS

10-QUART SIZE SPECIAL 15c

Heavy galvanized water buckets, well made, heavy quality. All other Galvanized ware greatly reduced during sale.

ENTIRE STOCK MUST GO!

HARDWARE, FINE TOOLS, HOUSEWARES



Limited space makes it impossible to give all items and sizes, any of the following items may be purchased at remarkable low prices. Attend this great sale and get your share of bargains.

Wrenches	Fine Saws
Hammers	Hatchets
Locks	Flashlights
Chisels	Watches
Squares	Knives
Lanterns	Lamps
Paints	Tin Ware
Aluminum	Glassware
Garden Tools	Rakes
Lawn Mowers	Rubber Hose
Garbage Cans	Wash Boilers

A 1001 OTHER ITEMS OFFERED AT GREAT SAVINGS!

1 Lb. Old ENGLISH WAX 57c

75c FURNITURE POLISH 48c

Big Bargain TABLE Your Choice **9c**

Hundreds of odds and ends. Values up to 25c included in this group. All practical items for the home.

Big Bargain TABLE Your Choice **14c**

Actual values up to 50c included. Kitchen ware, housewares, paints, glassware, etc. Attend sale Friday.

Big Bargain TABLE Your Choice **24c**

Hundreds of items, all priced for quick clearance. Values in this group up to 75c.

Big Bargain TABLE Your Choice **34c**

Galvanized, Aluminum, Enamel and other cooking utensils, novelties, housewares and glassware. Values up to $1.00.

Big Bargain TABLE Your Choice **49c**

Assortment of utensils, kitchen ware, china, glassware, paints and other household needs. Actual values up to $1.50.

FISHING TACKLE

Our entire stock of high grade Fishing Tackle priced for quick action. Rods, reels, lines, hooks, etc.—all priced far below regular retail prices.

ENTIRE STOCK OF TOYS

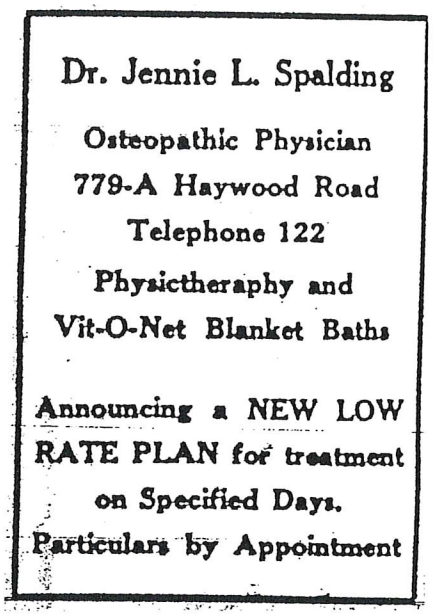
Wagons, Velocipedes, Park Cycles, Scooters, Blackboards, Kiddie Cars and miscellaneous toys reduced for quick sale. Pay ONE HALF the original prices!

1/2 PRICE

SPORTING GOODS

Baseball supplies, Golf balls, and all other sporting goods will be marked at surprisingly low prices for this great Bankrupt Sale. Plan now to attend and get your share of bargains.

717 HAYWOOD RD. END OF CAR LINE West Asheville



Asheville Citizen June 30, 1930

COMPLIMENTS OF

Standard Designers, Inc.

12 BREVARD RD.

Malvern Hills Water Carnival & Beauty Pageant August 8-9, 1954
Program

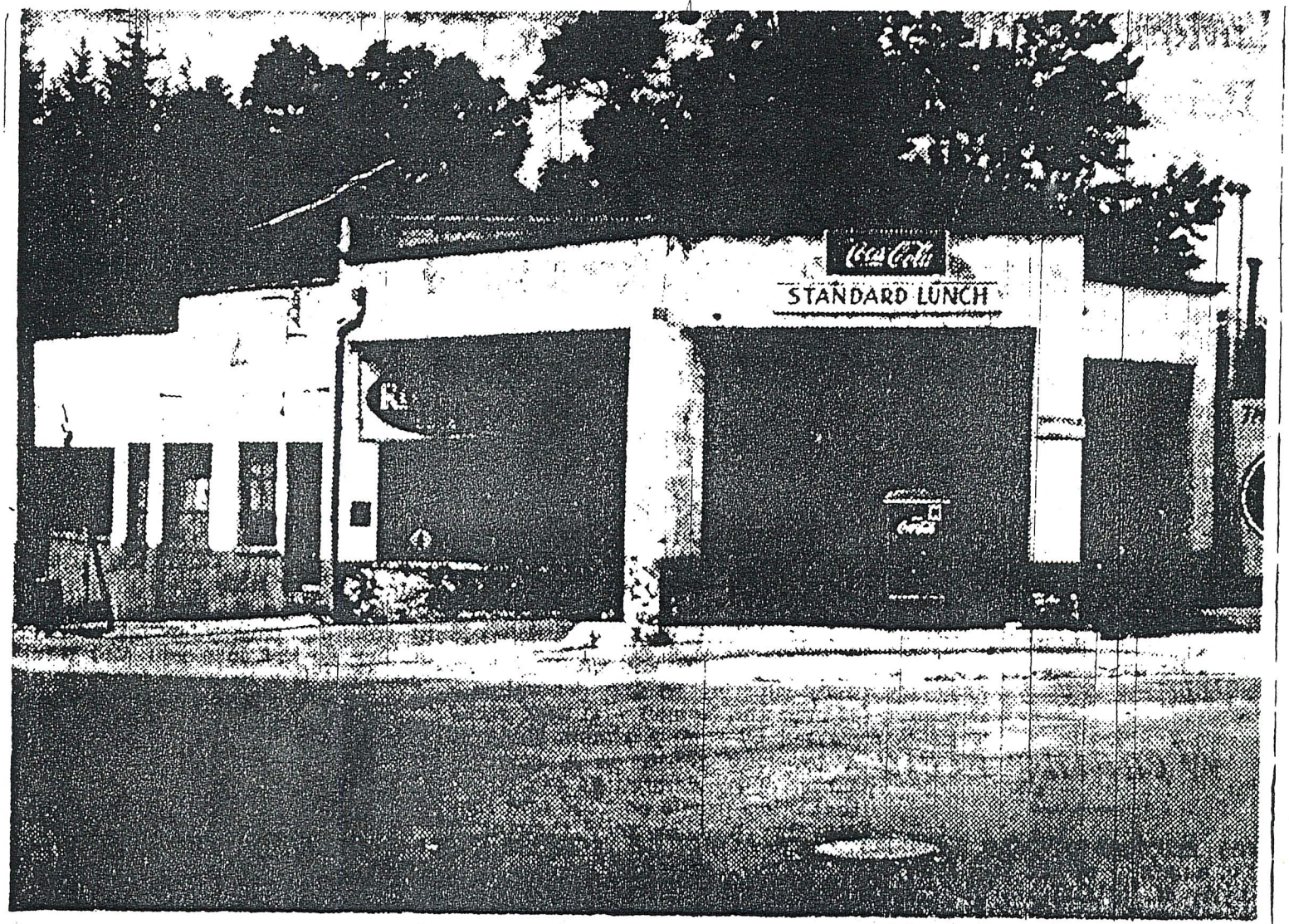
STANDARD GARAGE
WAYNE ALEXANDER, Proprietor

REPAIRS ON ALL MAKES OF CARS

TIRES AND ACCESSORIES

Phone 4947

450 Haywood Road
WEST ASHEVILLE, N. C.



THE STANDARD LUNCH, 732 Haywood road, above, was padlocked by court order yesterday as court and law enforcement officers continued efforts to drive gambling and booze joints in the city and county out of business. Harry Atkins, cited as owner of the property, and Homer Smith, cited as operator of the place, are ordered to appear before the court Aug. 28 at 10 a. m. to show cause why the action should not be made permanent.

Phone 5481 At Your Service
STAR CLEANERS
"Service That Serves"

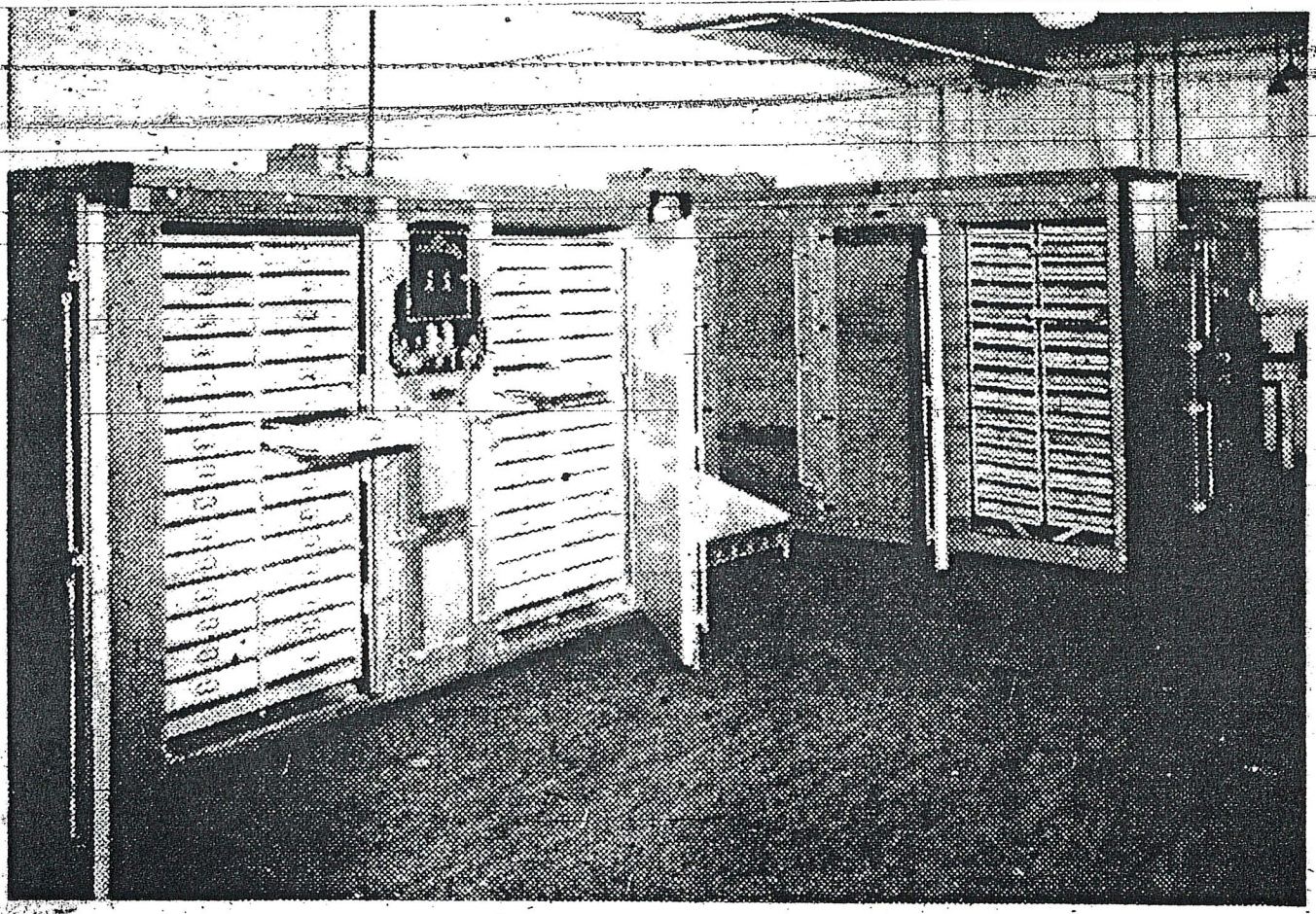
Expert Cleaners
Dyers and Hatters
JNO. I. STRANGE, Mgr.
We Call for and Deliver
745 Haywood Road
WEST ASHEVILLE, N. C.

Calvary Baptist Church Directory 1926

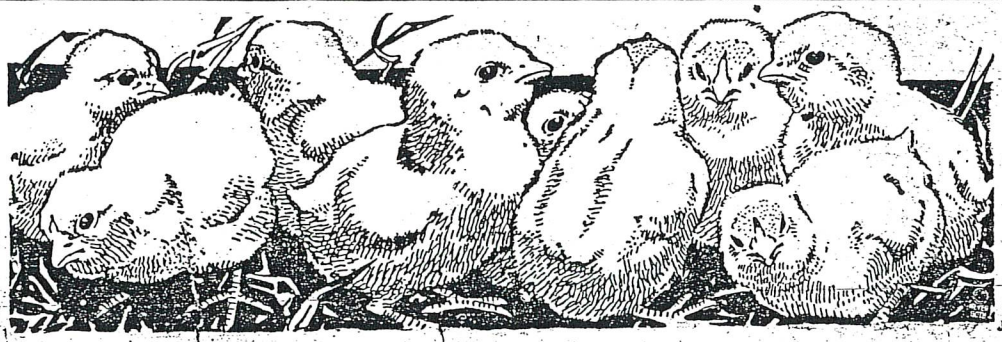
Sterchi Bros. W. Asheville Store
751 Haywood Rd.

Asheville Citizen-Times, November 20, 1930

Asheville Citizen
November 18, 1937



Incubators to hatch 75,000 chicks every six weeks at the STERLING HATCHERIES, located on Haywood Rd., West Asheville. Besides handling chicks they carry a complete line of poultry feeds. They will gladly furnish information concerning poultry and in dealing with them [illegible] have been time-tested.



. . . SPECIAL . . .

SAVE MONEY ON BABY CHICKS

AND

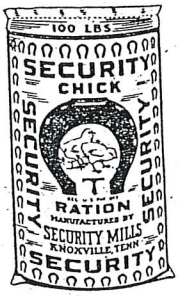
Security Quality Feeds

SECURITY CHICK RATION

• Security Chick Ration is made in the mash or pellet form and is a complete ration for starting chicks that are to be kept for layers or breeders. In either form it can be depended upon to grow chicks rapidly with strong, well set legs, smooth feathers and uniform size.

BROILER RATION

• Security Broiler Ration fed either in the mash or pellet form is a complete feed for broilers beginning with their first feed and ending with market weight. The rate of growth produced cannot be equalled, is uniform, all chicks are fully feathered at eight weeks, and there are no chicks with deformed legs or bruised breasts.



YES!

They're Chicks But . . .

Not Ordinary Chicks
Our Chicks are U. S. Approved and N. C. State Certified

Guaranteed To Bring Big Profits

FOR NEXT FEW DAYS

U. S. Approved and N. C. State Certified

NEW HAMPSHIRES	$7.95
RHODE ISLAND REDS	$7.95
BARRED ROCKS	$7.95
WHITE ROCKS	$7.95

1 & 2 WEEK OLD CHICKS—INQUIRE FOR PRICE

More Money in Chicks

STERLING HATCHERY

453 Haywood Road Phone 780

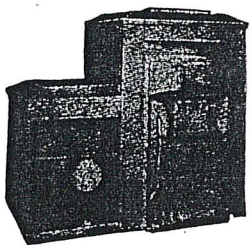
WEST ASHEVILLE

More Money in Chicks

Asheville Citizen December 12, 1937

H. B. STROUP
Sheet Metal Works

Complete Furnace Service
Installed — Repaired — Cleaned



— OIL AND COAL —

Heating Sales and Service
Air Conditioning Units
Freeman Stokers
Warm Air Furnaces

Over 20 Years Satisfactory Service

●

SHEET METAL WORKS

- GUTTERING
- SPOUTING
- ROOF FLASHING
- VALLEYS
- ROOF VENTILATORS
- SKYLIGHTS
- DUCT WORK FOR VENTILATING AND AIR CONDITIONING SYSTEMS
- FURNACE PIPE AND FITTINGS
- MACHINE GUARDS
- METAL ROOFING
- SLATE ROOFING
- TILE ROOFING

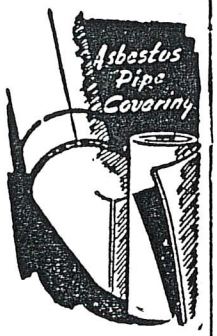
BUILT-UP ROOFING

185 DORCHESTER AVE. (West Asheville) **DIAL 9966**

The Asheville (N. C.) Times, Saturday, Oct. 25, 1952

PICTURED ABOVE is a Stroup Sheet Metal Works truck ready to leave for another installation of the new series M-1 oil-fired conditioner Conco heating unit. This is a completely automatic oil-fired unit that filters, circulates, warms, and humidifies the air, resulting in economical heating comfort. Immediate installation service is assured home owners. Personnel shown in the picture, left to right are Jack Smith, in charge of this special installation; H. B. Stroup Sr. owner; and H. B Stroup Jr., general manager. The firm is located at 185 Dorchester Avenue in West Asheville, and the telephone number is 9966.

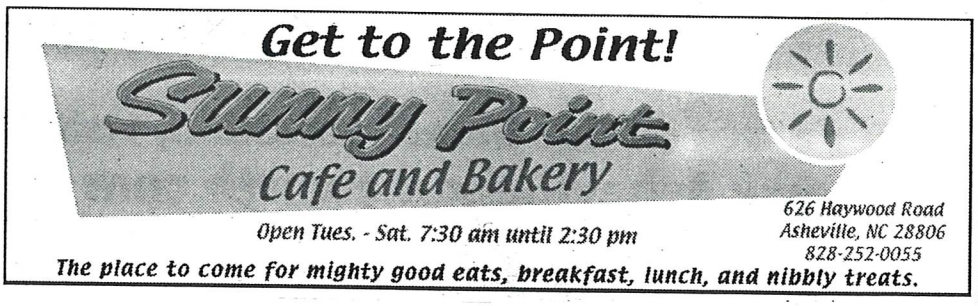
SHEET
METAL
and
Expert
Furnace
Repairing



H. R. STROUP
Sheet Metal Works
185 Dorchester Ave.
PHONE 3186

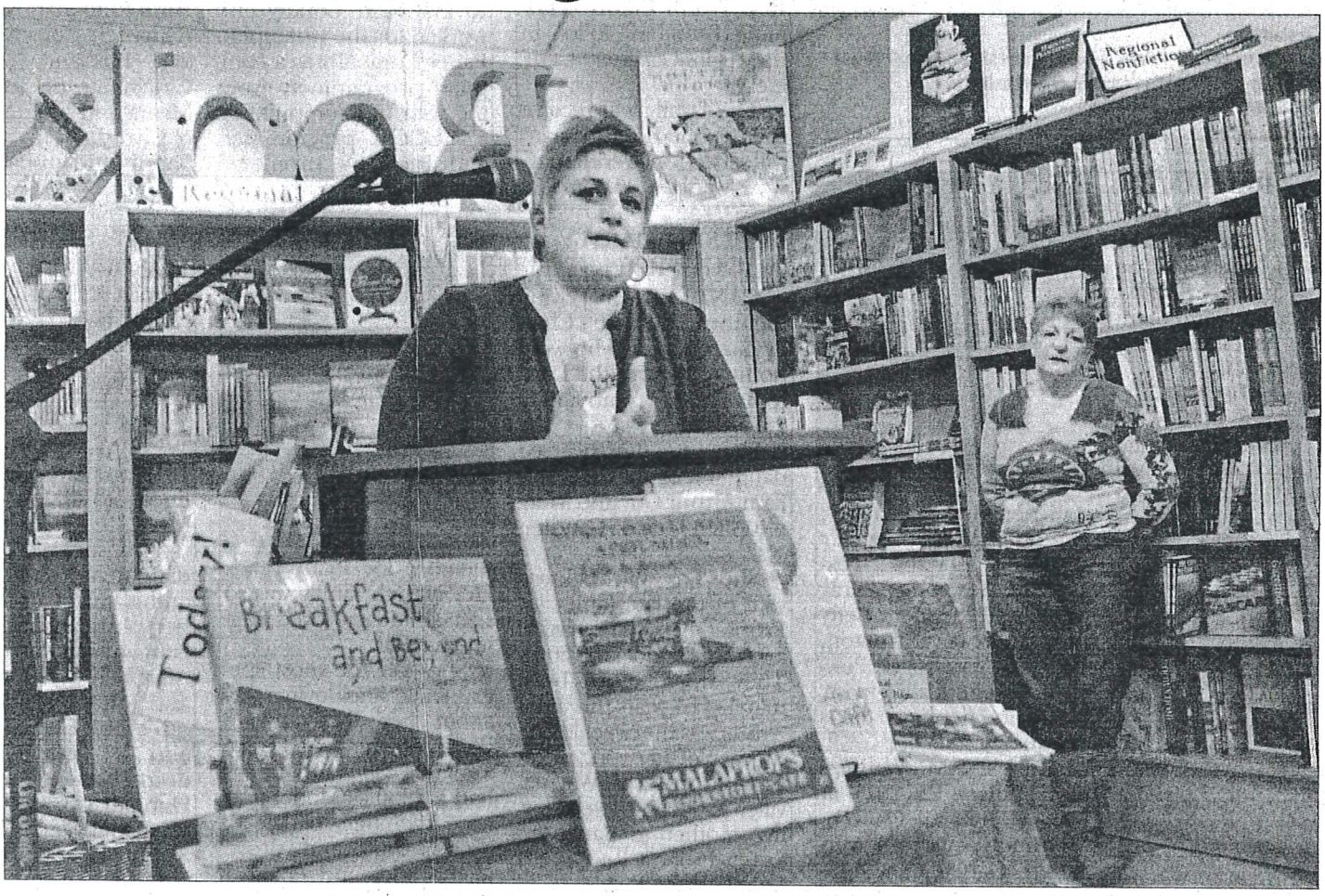
West Asheville News July 11, 1947

Sulphur Springs Dairy
First Quality of
Milk and Cream
H. A. Wells, Propr. Phone 930



Asheville Citizen January 2004

Promoting comfort food



MARGARET HESTER/MHESTER@CITIZEN-TIMES.COM

April Moon, front, and Belinda Raab, her mother and partner in West Asheville's Sunny Point Cafe, introduce their cookbook Sunday afternoon at Malaprop's Bookstore and Cafe. "Breakfast and Beyond" features many recipes from the restaurant as well as other comfort foods. Moon and Raab say they feel the book is designed for people who love to eat. "Breakfast and Beyond" is available for purchase at Malaprop's and Sunny Point Cafe.

Asheville Citizen-Times Jan. 10, 2011

SUNSET

Service Station

End of Car Line ---
West Asheville.

Fall's Tires and Tubes
Expert Washing and
Polishing.
Accessories.

Telephone 9295.

Asheville Citizen June 30, 1930

Sunset Villa Dine And Dance Place Now Open

Management Promises Good Food And Fine Service

The Sunset Villa, Asheville's newest dine and dance establishment, opened up this week at number 24 Haywood road, just across the West Asheville bridge. This is an entirely new place, the building being built especially for this business.

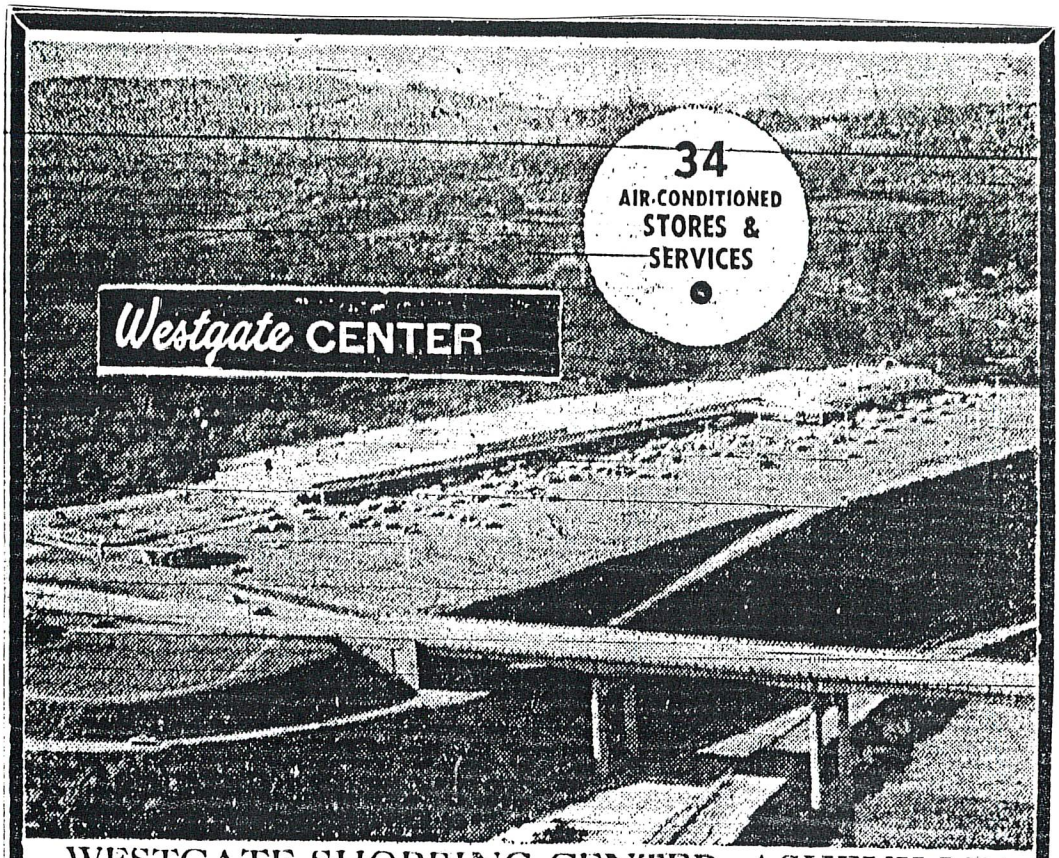
The Sunset Villa is catering to couples and special parties seeking a new and interesting place to spend a pleasant time dining and dancing. No stags are allowed on the dance floor, and the management states that there will be an orderly crowd at all times, as no rough-house tactics will be tolerated.

There is an excellent dance floor provided for their patrons at no additional cost whatever, and delicious food may be had at all times, including steaks, chops, seafoods, short orders and sandwiches at moderate prices. Popular brands of beer and soft drinks are also available, served at the correct degree of coolness.

The management of the Sunset Villa invites the public to drive out and inspect this new place, and have a good time. Plenty of parking space is available and prompt curb service is assured those who just drop by for a sandwich and refreshment.

Remember, it's the new white building just across the West Asheville bridge ... good food ... dine and dance in comfort.

Asheville Citizen September 5, 1938



WESTGATE SHOPPING CENTER, ASHEVILLE

Serving the "Mountain Vacationland"

● 1250 FREE PARKING SPACES ● SHELTERED WALKS

These friendly stores & services wish to serve you during your visit to Scenic Western Carolina

Bailey's Cafeteria	I.B.M. Corporation	Tot Town Nursery
Bank of Asheville	Merle Norman Cosmetic Studio	Western Auto Store
Bon Marche	Dr. T. A. Morris, DDS	Westgate Beauty Salon
Diana Shop	Dr. R. G. Patterson (Chiropodist)	Westgate Corporation
Downey's Diner	Phillips Shoes	Hobby & Toy Shop
Eckerd's Drug Store	Rose's	Kiddieville Rides
W. T. Grant Co.	Stanley Home Products	Westgate Launderette
House of Beauty	Tom's Barber Shop	Winn-Dixie
	Munford Do-It-Yourself Store	

Asheville Citizen June 14, 1964

Super Gulf Station Cleans Flood Damaged Cars

Station At 547 Haywood Road At Baker Street, West Asheville

C. F. Trent manager of the Super Gulf station at 547 Haywood road in West Asheville, has interesting news for the automobile owner whose car was caught in the recent floods here. "We are equipped to give these cars a thorough interior cleaning," he states, "and in most cases can remove all traces of mud and water resulting from the flood. We have experienced men to give the motorist prompt and efficient service."

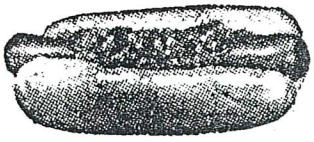
The Super station specializes in car washing, lubrication and upholstery cleaning, and the manager advises that with every wash or lubrication job the interior of the car will be thoroughly vacuum cleaned free.

Mr. Trent has had thirty - five years experience in the automobive repair business and is thoroughly familiar with all makes of cars and trucks. In addition to regular service usually offered by the Gulf stations, the Super Gulf provides complete garage and repair service second to none in the city. A call, phone 9493, will receive prompt attention, and your car will be sent for and delivered to you after the repair job is finished. Your visit to the Super Gulf station is always appreciated, and you will find each member of the personnel courteous and obliging whether you merely wish road information or to have your car accurately attended to.

Asheville Citizen September 9, 1940

Asheville Citizen December 12, 1937

Before or After Your Favorite Sport— VISIT



HOT DOGS 15c

All Meat — Served with Chili, Mustard and Onion.

HAMBURGERS

100% Pure Beef
Ketchup, Pickle, Onion and Mustard.

15c

Surfside

OPEN 11 AM TO 11 PM

FRI. & SAT. TO MIDNITE

DRIVE-IN CARRY OUT RESTAURANT

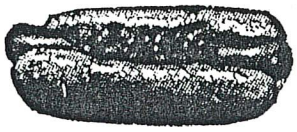
1047 Patton Ave.

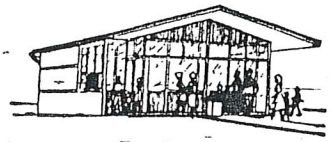
20c
Milk Shakes
Big
Triple Thick

Crisp
Golden Brown
French Fries
12c

Asheville Citizen July 3, 1963

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
WNC Vacationland Issue Sunday, June 14, 1964





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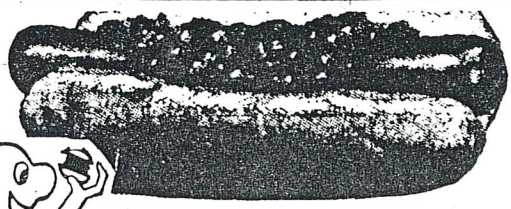

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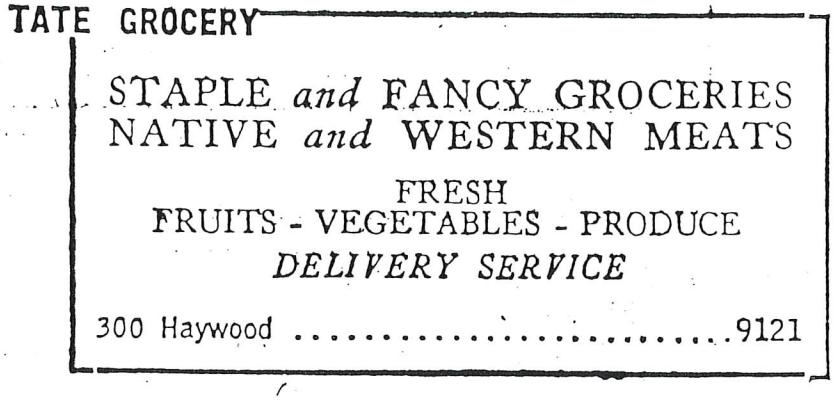

Asheville City Directory, 1947

DINING AT THE DINERS

NOTHIN' FANCY

Local diners feature hearty food and lots of it

By Carole Currie
LIFESTYLE EDITOR

You hear plenty about the big, fancy eating places around town, the ones that advertise a lot and the ones whose parking lots are filled on Friday nights. The places you don't hear so much about are the little cafes that serve the regular guys every day, early breakfasts and hearty lunches.

Those are the meals that stoke the furnaces to build the houses, drive the trucks, run the stores, deliver the mail and run the shops. They are also the meals that provide the energy to file the lawsuits, fill out the tax forms and write the books.

Once, all restaurants served meat and potatoes and vegetables at Formica booths. Then food got trendier and more varied, restaurants got into decor and the clientele got dressier. Some of those meat and potatoes places didn't change. They went on opening early for the breakfast crowd and serving big biscuits and gravy for breakfast and meat and potatoes for lunch. Their regulars kept coming.

Cafe customers like it that they don't have to dress up at their favorite old-fashioned cafes. Heck, they don't even have to take their caps off. They like seeing people they know, they like being greeted by friendly waitresses who know their names. But most of all, they like it that they can fill up for $5 or less.

We sent staff members out to do a sampling of some of the area's favorite diners. Naturally, we couldn't write about them all. Notable omissions here are places like the Hot Shot Cafe in Biltmore where the biscuits are famous and the Mediterranean Cafe in downtown Asheville where everybody knows your name.

Since we didn't get to mention every one, you can let us know your favorites, especially some all over Western Carolina that we may not even know about.

EWART BALL/CITIZEN-TIMES

Tastee Diner on Haywood Road in West Asheville is a popular spot for people who want plenty of good food, quick and friendly service. Here, Jean Conley serves a customer one of the day's specials.

LYDIA CARRINGTON

TASTEE DINER
575 Haywood Road, West Asheville
252-9644
Open 6 a.m. to 3 p.m., Monday through Friday

The Tastee Diner on Haywood Road is a local tradition – a place where the home-style food is delicious, the service is lightning fast and the prices are unbelievably low.

It's an old-fashioned diner, open for breakfast and lunch only. The main dining room is tiny – 10 stools and two booths, with more tables in a next-door room. For the real experience, sit at the counter, and watch the staff prepare and serve orders.

The menu is loaded with Southern staples. For breakfast, they've got eggs, bacon, sausage, pork chops, hot cakes, biscuits, French toast - even livermush (80 cents a serving). The most expensive morning item: a ribeye steak with two eggs and fixings, $3.95. For lunch, offerings range from hamburgers ($1.45 single, $2.05 double), hot dogs (95 cents), grilled cheese ($1.25), fish sandwich ($1.85) and peanut butter sandwich (95 cents).

We enjoyed the Thursday lunch special – meat (we chose country steak), three veggies and two biscuits for $3.75. Wash it all down with iced tea (55 cents a cup). And save room for the homemade pies, a steal at 95 cents a slice.

Like going back to grandma's

Hungry? The art of Southern dining is hardly a lost one here in the mountains

By Carole Currie
CITIZEN-TIMES CORRESPONDENT

When mountain air inspires appetites, those appetites call out for real mountain food, or at least the kind of dishes that were passed at your grandmother's table.

Steaming grits, salty country ham and red-eye gravy, crispy fried chicken, mashed potatoes, pinto beans and corn bread, turnip greens and hot biscuits are all on the menu wish list. Of course, you hope to wash it all down with a beaker of sweating-from-the-chill sweet tea.

Alas, with so many upscale restaurants in Western North Carolina, hungry fans of country food have to look a little harder sometimes to find it. It's here, though, and when you find it, you're in for a feast. We'll tell you about a few of our favorites.

Carole Currie writes a weekly column for the Living section. Contact her at 658-1914.

Debbie Chase-Jennings/STAFF PHOTOGRAPHER

Charlie Burnett, center, has eaten breakfast twice a week at the Tastee Diner in West Asheville for the past 30 years. The diner is well-known for its homemade Southern specialties, such as biscuits, beef stew, pinto beans, slaw and cornbread.

Debbie Chase-Jennings/STAFF PHOTOGRAPHER

Famous home-cooked biscuits are made all day long at the Tastee Diner in West Asheville.

Tastee Diner

575 Haywood Road, West Asheville, 252-9644

WEST ASHEVILLE — Tastee Diner is an outstanding country food filling station, as any of the regulars packed into the tiny place will attest. Tourists don't usually discover this eatery in West Asheville, but they'll wish they had because not only is the food good, it's a bargain.

At breakfast, cook Sherry Miller lovingly ladles sawmill gravy over huge split biscuits owner David Hinson has just taken out of the oven. On a typical morning, 600 of those biscuits go down. All the usual things are on the menu for breakfast, served 'til noon, but you can also get a tomato or livermush biscuit.

The lunch specials are posted about 10 a.m. and on a recent day they included country-style steak, chicken casserole, grilled ham, meat loaf, chicken and dumplings and the diner's specialty, beef stew. Favorite go-withs are pinto beans, slaw and cornbread, but there are lots of other choices.

Hinson makes the pies, the coconut getting special raves. At lunch, suits and blue shirts mingle and there's lots of socializing among diners.

The diner is open from 6 a.m.-3 p.m. Monday through Friday. At breakfast, you can eat like a king for $2.50. At lunch, a meat and three sides is $4.10. You pay cash here, but not much.

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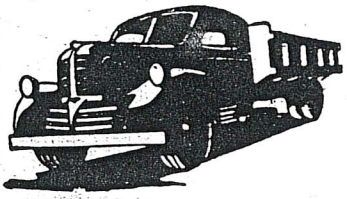

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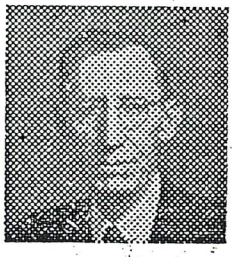

To My Friends and Customers in West Asheville!

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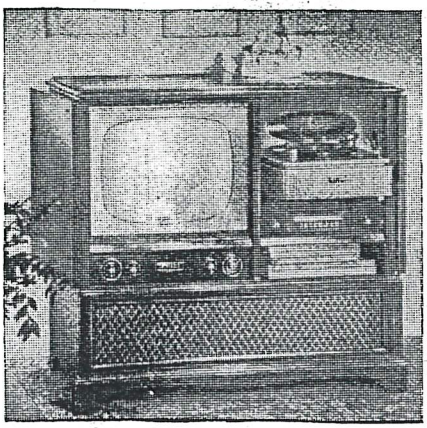

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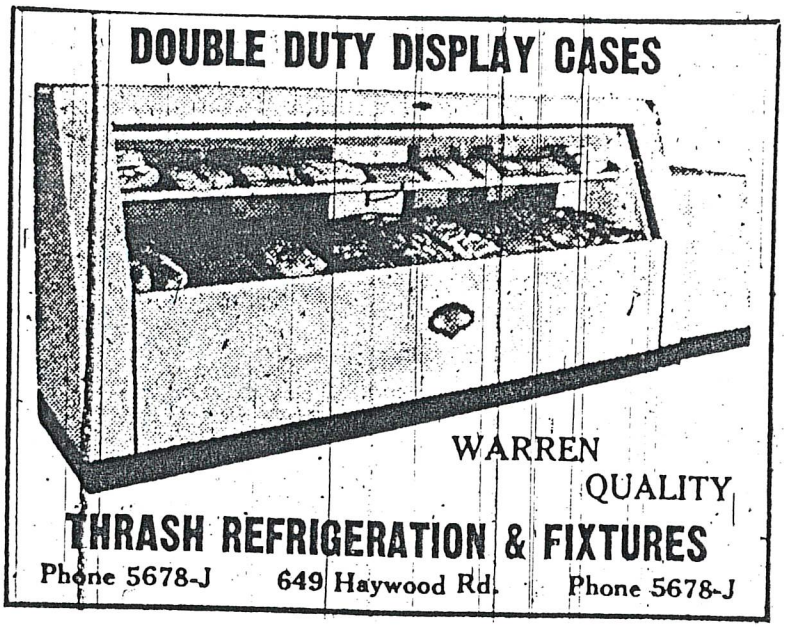
Asheville Citizen January 4, 1957



Asheville Times September 2, 1947

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From "The Skylander", West Asheville School student publication, May, 1922

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Bruce Emory
Research

Asheville Citizen December 25, 1959

If you love antiques and collectibles, Asheville has an active

auction scene

to explore

Anthony Greco photos/STAFF PHOTOGRAPHER

Auctioneer Tommy Tuten, above, starts bidding on some glassware at Tuten and Penland's Auction House in West Asheville on a recent Friday night. At left, an auction worker holds up a 90th anniversary book of The Asheville Citizen. The book sold for $25.

By Carol Mallett
CITIZEN-TIMES CORRESPONDENT

ASHEVILLE — Antiques and collectibles are all the rage these days. Finding treasures from Grandma's attic and bygone times is a major hobby.

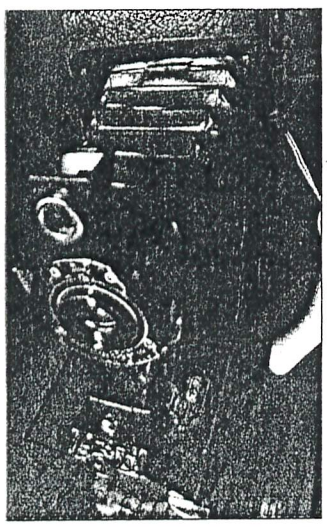
If you're hooked on collecting and love "junking" downtown, yard sales and antique stores, try auction bidding for new pieces.

Asheville has a large, active auction scene. A good weekly event to start with is Tommy Tuten and Johnny Penland's Auction, every Friday night on Craven Street below Westgate Bridge.

"We sell everything from appliances to fine antiques," said auctioneer Johnny Penland, who founded the family business in 1985. The staff in the old barn-like building includes wife, Anne Penland, daughter Beth Penland Tuten, son-in-law Tommy Tuten, grandchildren and other relatives, along with an assortment of friends.

The family atmosphere and camaraderie extends to the bidding audience, most who attend become new friends of the personable staff.

"We never know on Monday morning what we'll sell on Friday night, or who'll be there," said Penland.



You never know what you will find on a given Friday night at Tuten and Penland's Auction House. They sell everything from books to cameras, toys to furniture.

"The major collectibles most people are after are fine porcelains, china, cookie jars, advertising art, sterling, pottery-especially fine art pottery, paintings, prints, lamps, furniture," said Penland. "It's a split between dealers, collectors and individual looking for items for their homes. We get people from all walks of life, doctors, lawyers, rich and poor."

The thrill of the hunt

Part of the allure of an auction is that small chance of a "score," getting a great item at a low price.

The highest priced item every auctioned off at Tuten and Penland's was a set of French Huguenot pistols that sold for about $121,000. Their lowest-priced items can go for a dollar.

Please see AUCTION on E6

CITIZEN-TIMES.com
Web Extra

To hear a clip of Johnny Tuten conducting an auction and see a photo gallery of the Tuten and Penland's Auction House, go to **CITIZEN-TIMES.com** and click on the Web Extra button.

Want to attend an auction?

Try these local auction houses:

■ **Tommy Tuten and Johnny Penland Auctions:** An absolute auction, every thing goes, even if it's only for $1. Find everything from household items to Victorian lamps and fine furniture; it's a surprise every week. Coffee and hot dogs are sold in back. Get there early for a chair.
When and where: 6 p.m. every Friday, 155 Craven St, Asheville, beneath the Westgate Bridge.
Terms: Free admission, previews, 10 percent buyer's premium, absentee bids allowed.
Information: Call 255-0455 or go online to www.tommyteutonandjohnnypenlandauction.com

■ **Wilson and Terry Auction Co.:** Mark Wilson and Blake Terry are two of the best young auctioneers on the scene. The bidding is easy to follow and their auction features a mid-range of collectible pricing, everything from North Carolina pottery to fine furniture. Rumor has it that a guitar once owned by Elvis will be put up at their next sale.
When and where: Check the Web site or call for schedule. The next auction is an on-site estate scheduled for Sept. 27-28 at 65 Summit St., Burnsville. The auction house itself is located at 1098 New Stock Road, Weaverville.
Terms: Free admission, previews, 10 percent buyer's premium, absentee bids allowed
Information: Call 645-0695 or visit www.wilsonandterryauctions.com

■ **Brunk Auctions:** Robert Brunk's Auctions are elegant events, respected at the national level like Christie's and Sotheby's. Even if you can't afford to bid on that $50,000 corner cupboard, there are lower-priced objects and it's a chance to see world-class antiques right here in Asheville. A must for auction addicts, there's catering, reserved seating and some free seats in the back.
When and where: 117 Tunnel Road, Asheville. Next auctions are scheduled for Oct. 26-27 and Jan. 4. Check the Web for updates.
Terms: free admission, previews, 10% buyer's premium, absentee bids allowed, remote live bidding through www.icollector.com
Information: Call 254-6846 or go online to www.brunkauctions.com

AUCTION:

Continued from E1

"A dollar's as low as we'll go and we operate a 100 percent absolute auction," said Penland.

Unlike some auctions where items can have a "reserve" (a minimum dollar amount required for sale is set in advance) or pieces can be "withdrawn" (removed from the sale by the auctioneer's choice), Tuten and Penland's sells every piece each Friday night.

There's often humor involved. On a recent Friday night, when a particularly ugly green velvet couch wouldn't sell for even one dollar, Penland took $2 from his wallet, threw them on the couch and asked for a bid of one dollar, warning the winner he had to take the couch with him or else.

How the bidding works

You don't have to be an expert to bid. "We get newcomers every week; we welcome them in and tell them how to do things," said Tuten, also a licensed auctioneer. "

At the beginning of each Tuten and Penland's auction, they announce the terms and conditions of the auction.

"We don't use a chant, extra words; we're very clear and can be understood very easily," said Penland, referring to the fast patter often used by auctioneers.

Still, there is some auction etiquette to learn. You are required to get a bid card with an assigned number before you can participate (there's no charge for the card). Hold it high in the air while you bid, so they can see it.

The auctioneer asks for an opening bid. If no one accepts it, the amount keeps dropping until someone bids.

The auctioneer takes bids from those with raised cards until the high bid wins the item. Keep in mind that there's a 10 percent "buyers premium." That means you'll pay 10 percent more for the item in the end than the actual amount you bid for it, and there's sales tax on your purchase, too. Make sure you understand the terms before you bid.

Check the item carefully at the "preview," an assigned time prior to the auction when you can wander around and look closely at the numbered lots. Payment at most auctions is accepted in cash, check or credit card and items should be picked up during or right after the sale. Some auction houses allow pick-up the next day.

Tuten and Penland Auctions oozes atmosphere and down home character, the feel of old Asheville, down by the river.

"This building was built by the Civilian Conservation Corp in Newbridge and moved to its present site 55 years ago," said Penland, whose father, Grover Penland, originally operated an antique business on the site. Many local auctioneers trained there, under the respected Penland, now semiretired.

If you can't be there, you can leave an absentee bid.

"Leave a bid of the highest amount you are willing to pay," said Penland. A house bidder presents your bid. "He bids for the absentee bidder as though they were sitting in his chair," Penland explained. "If two bids are left, they will open closer to the higher bid, eliminating the lower one. If it sells for less, you still get it for that plus a 10 percent buyer's premium."

Watch for future stories on antiques and collectibles by Carol Mallett. She can be

More auction houses

Some other top picks:
(Call for schedules and terms)

■ Jerry Sluder Auctions, 173 Old Mars Hill Highway, Weaverville, 645-5899 or www.sluderauct.com. Next auction is Sept. 28.

■ Asheville Richard Hatch Auctions, 3700 Asheville Highway, Hendersonville, 696-3440. Next auction is Oct. 18-19.

■ Jack Eubanks Auctions, Brevard, 884-7889

■ Roger Rector Auctions, 82 Whitaker Road, Fairview, 628-0791

■ ebay on the Internet: www.ebay.com. See what objects are selling for in the international market or find something obscure for your collection. Searching is easy, bidding is a little complicated, selling is fairly complex.

Anthony Greco/STAFF PHOTOGRAPHER

The crowd is lively both on and off the auctioneer's stage at Tuten and Penland Auctions, where good-natured jokes are traded along with the goods.

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ASHEVILLE, N. C.

1949 Standard Railway Employees Seniority List

CITIZEN-TIMES.com
ASHEVILLE CITIZEN-TIMES • VOICE OF THE MOUNTAINS

New 28806 Deli offers innovative creations

By Scott Adams
CITIZEN-TIMES CORRESPONDENT

ASHEVILLE — If you've ever wished for a relaxed and affordable fine dining experience, 28806 Deli offers a unique gathering place for everyone from serious foodies to newcomers.

"We love being challenged," said co-owner Eric Backer, 32, about the company's enthusiasm for taking customer requests and suggestions for hard-to-find and innovative food items. He and co-owner Peter Affatato, 38, along with their friendly staff, come up with plenty of food experiments.

I had one in the form of a sandwich special featuring house-roasted shaved pork on black bean focaccia with roasted poblano chiles, lettuce, tomato, white cheddar and lime cilantro mayonnaise. The flavors were amazing, particularly the lime cilantro mayonnaise, which provided a cool contrast to the slightly spicy chiles. Sides like potato salad, buttermilk cole slaw and macaroni salad cost 50 cents extra, but my sandwich's hefty size was worth the $6.95 I paid for it.

They keep breakfast a bit more simple, yet just as delicious. I ordered two eggs and cheese on a roll with Applewood-smoked bacon and was amazed at what came out of the kitchen. The perfectly fried eggs oozed a bit of yolk which moistened the sandwich's center for a truly homestyle breakfast. The portions were again right on the money at $3.75 for a breakfast that carried me onto lunch.

Dining Out

If you're a grilled-cheese sandwich fan, try a panini, grilled-cheese Italian-style. My friend had a panini special with prosciutto, mozzarella, roasted red peppers, scallion garlic mayonnaise and spinach. I took a few bites and relished the robust flavors of mozzarella and garlic encased in house-baked bread.

Quality ingredients fill sandwiches and the company's numerous prepared foods, as well as their signature breads and pastries.

The day I visited, the pastry display case featured five types of cookies, thick, dense brownies and nine types of cakes, including a Cassata, or Italian Wedding Cake.

Pastry chef Trish Sodano said a customer requested it and after some research, she assembled this traditional dessert, a sponge cake soaked in rum sealed together with cannoli icing and orange whipped cream and covered with a layer of almonds. A slice was a bit pricey at $4, but by the wonderful last bite, I was dangerously close to buying the entire cake.

"Everything we do is done in-house," Affatato said. He and Backer have a passion for artisan breads. "I rip bread apart and smell it like wine."

The term "artisan breads" basically means, "You're using your hands at some point," Backer said. Quality, ingredients, like natural starter, make the company's eight regularly featured types of bread a delight to the bite. Ciabatta is just dense enough to enjoy on its own in addition to completing a proper Italian sandwich.

Bill Sanders/STAFF PHOTOGRAPHER
Lunchtime diners crowd into 28806 Deli in West Asheville. The deli is also open for breakfast.

Affatato and Backer's original idea was to create a catering company and bakery, so sandwiches were a natural outgrowth of having so much artisan bread around. "We don't look at ourselves as a sandwich shop. We're a prepared food shop," Affatato said.

Food offerings stem from Affatato and Backer's culinary backgrounds. Affatato cited his Italian-American family-upbringing, classical French-style culinary training, travels in Europe and a personal love for Asian food as coming together in his creations.

While Affatato grew up with delis in New York state, Backer brings an equal amount of Southern influence having come from Georgia. Wild mushroom grits could make heads turn no matter where you're from.

Just as the food appears fresh and colorful, so does the deli itself. Fresh flowers grace each table resting on a floor covered with hand-painted swirls. A cobalt blue ceiling, yellow bathroom doors and a sharp assortment of lighting styles give the deli just the right mix of class and comfort.

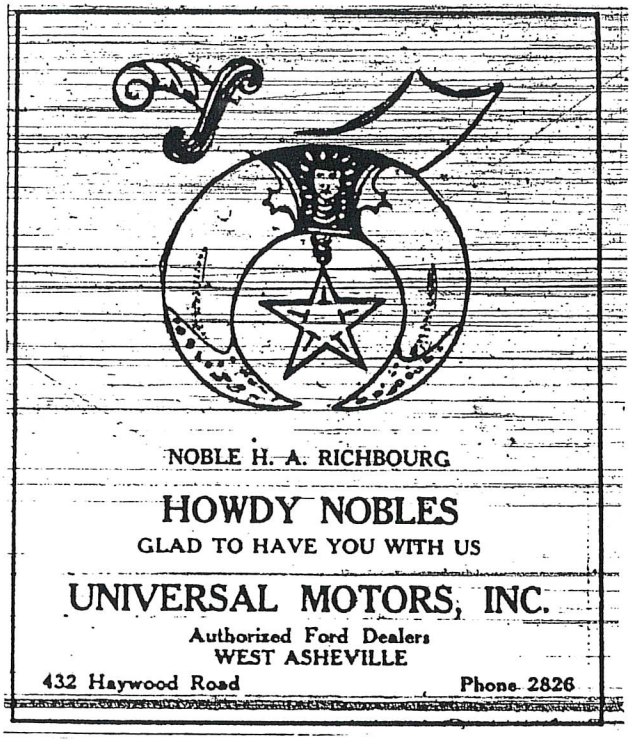
28806 Deli plans to have microbrew beers (no draught, just bottles) and wine by the end of the month.

Scott Adams is a UNC Asheville grad who enjoys food and travel writing. He recently worked in Sydney, Australia. He can be reached at Scottadams78@hotmail.com.

If you go

Restaurant: 28806 Deli, Bakery & Caterers, 1328-A Patton Ave., Asheville, 252-5664, www.28806deli.com
Type of cuisine: Eclectic bakery with breakfast and lunch items, plus take-out dinner entrees
Price range: $1.75-$6.95, catering prices vary
Hours: 6:30 a.m. to 6 p.m. Monday through Friday; 10:30 a.m. to 3:00 p.m. Saturday; closed Sunday
Ambience: A nice mix of class and comfort
Service: Friendly, attentive and knowledgeable
What others say:
Pam Reed of Asheville had the roasted pork sandwich lunch special: "I like it. They're being a little more creative and not just using Duke's mayonnaise."
Rebecca Pickens of Weaverville had samplings of deli salads, including the new potato salad: "It's just a really good change from traditional potato salad. The sun-dried tomatoes really made it."
Lank Snow of Fairview had two eggs and cheese on a biscuit: "This is a good breakfast here. I drive all they way from Fairview for their food."
The upshot: This place puts the flavors and quality of gourmet food into deli classics like soups, sandwiches and salads with amazing results.

Asheville Citizen December 16, 1921



Asheville Citizen September 13, 1928

THE SUNDAY CITIZEN, ASHEVILLE, N. C. SUNDAY, MAY 19, 1929

UNIVERSAL ADDS TO SALES FORCE

West Asheville Firm Employes Johnson, Mrs. Sowers

Officials of the Universal M[illegible] Company, Inc., West Asheville branch of the Richbourg Motor Company, yesterday announced the addition of Mrs. Hugh Sowers and Sam H. Johnson to the sales force.

Both Mrs. Sowers and Mr. Johnson, who are well known in Asheville, will begin their duties at once. Mrs. Sowers is a member of the West Asheville Community Club, and is also actively connected with the literary, music and civic departments of the organization. Her husband, Hugh Sowers, is connected with the Asheville branch of the Wachovia Bank and Trust Company.

Mr. Johnson has been engaged in the real estate business here for the past two years. Previously he was employed by the Southern Railway for fifteen years.

Charles C. Ricker, of the concern which is located at 432 Haywood Road, stated yesterday that the Universal Company is a model Ford agency of its class in the Carolinas, and maintains a Class 8 shop with mechanics trained in the Ford school. The sales force consists of four members with three others employed in the parts department and office.

WEST ASHEVILLE FIRM RATES HIGH

Universal Motors Is Model; Operates An Excellent Shop

The Universal Motor Company, Inc., of 432 Haywood road, West Asheville, is now rated as a model Ford agency in the Carolinas, officials stated yesterday. The mechanics in charge were trained in the Ford Motor company school, with a sales organization of four members employed. Mrs. Hugh Bowers and Sam H. Johnson recently joined the sales force and have assumed their duties with the firm.

Officials yesterday called attention to the fact that the local impression that the Universal company is connected with the Richcourt Motor company, of Asheville, is not correct, the West Asheville firm being a separate and individual company and agency.

Three men are employed in the parts department and office, Charles C. Ricker, of the company, stated.

Asheville Citizen May 21, 1929

Sales Ford Service

The Kind Of Ford Service You'll Like

You know the job will be done right when you bring your car here for service. All our mechanics have been specially trained and have all the latest, up-to-date equipment. Try us the next time for oiling and greasing. Also ask about the Special Inspection Service.

Universal Motors, Incorporated

432 Haywood Road — West Asheville
Telephone 2826

Asheville Citizen September 22, 1949

Louis Vargo Expert Clock Repairman

Louis Vargo, 26 Sheridan road is considered one of the foremost repairers of fine clocks in the entire country. He has worked on many museum clocks for collectors and put them in perfect running condition. He is also considered an authority on early American and European antique clocks.

Many homes in this section of the state have fine clocks but they are only ornaments when they do not run properly. If you have a clock in your home that is not keeping correct time why not call Louis Vargo and have him repair it. He maintains a pick-up and delivery service and all repair charges are said to be reasonable.

Some time ago Vargo had an outstanding display of clocks in one of the local department stores and it drew a large number of people to see it.

CLOCKS REPAIRED

Highly Skilled on all European and American made clocks

Antiques and Grandfather Clocks Are A Specialty

All work unconditionally guaranteed

Pick up and Delivery service

VARGO'S

Clock Repairing Shop

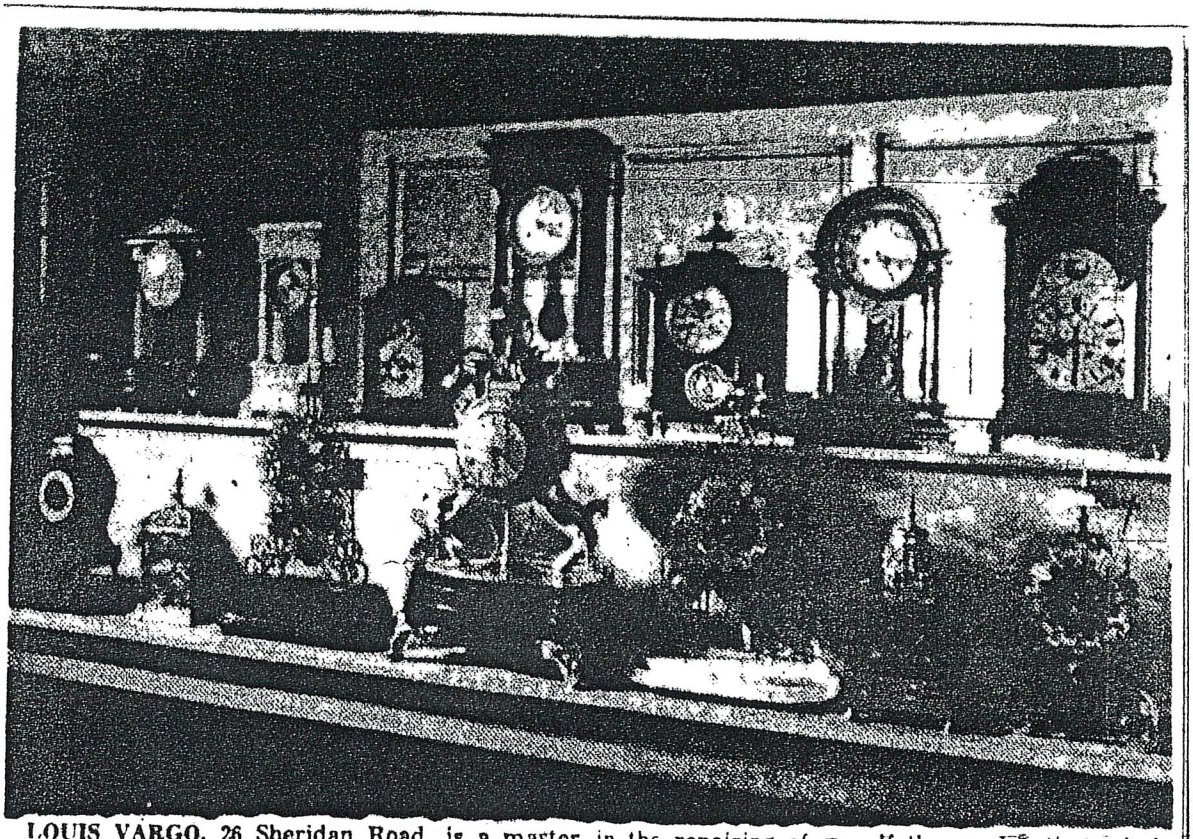
26 Sheridan Rd. Dial 2-1739

Asheville Citizen September 12, 1955

Asheville Citizen December 28, 1959

LOUIS VARGO, 26 Sheridan Road, is a master in the repairing of grand father and antique clocks of every kind and has spent nearly 40 years of his life in this profession. Through his hands have passed some of the finest clocks in the country. In his home in Asheville Vargo has some very fine antique clocks. It is most interesting to talk with him about clocks and some of his histories about antique clocks are amazing. In the repairing of both antique and modern clocks, all repairs are guaranteed by him.

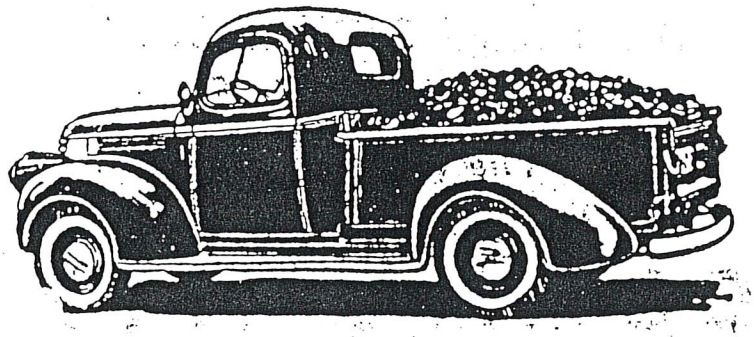
Asheville Citizen December 28, 1959



LOUIS VARGO, 26 Sheridan Road, is a master in the repairing of grandfather and antique clocks of every kind and has spent nearly 40 years of his life in this profession. Through his hands have passed some of the finest clocks in the country. In his home in Asheville Vargo has some very fine antique clocks and some time ago had a display of them in Bon Marche Store for Homes which attracted hundreds of people who were interested in this magnificent display. It is most interesting to talk with him about clocks and some of his histories about antique clocks are amazing. In the repairing of both antique and modern clocks, all repairs are guaranteed by him

Asheville Citizen September 26, 1955

VETERAN'S COAL CO.



DIRECT FROM MINES TO YOU
CITYWIDE DELIVERY

Call **9544**

194 Haywood Rd., W. Asheville

(C-134)

Asheville City Directory, 1947

VIVIAN'S
Beauty Shop

Specializing in

- PERMANENTS
- HAIR TINTING
- HAIR CUTTING

Owned & Operated by
VIVIAN C. INGLE
June Robinson
Operator

Open Evenings by Appointments

Dial **2-3456**

602 HAYWOOD RD. - W. ASHEVILLE

(B-156)

Vivian's Beauty Shop

VIVIAN C. INGLE, Owner

Experienced Operators

DIAL 2-3456

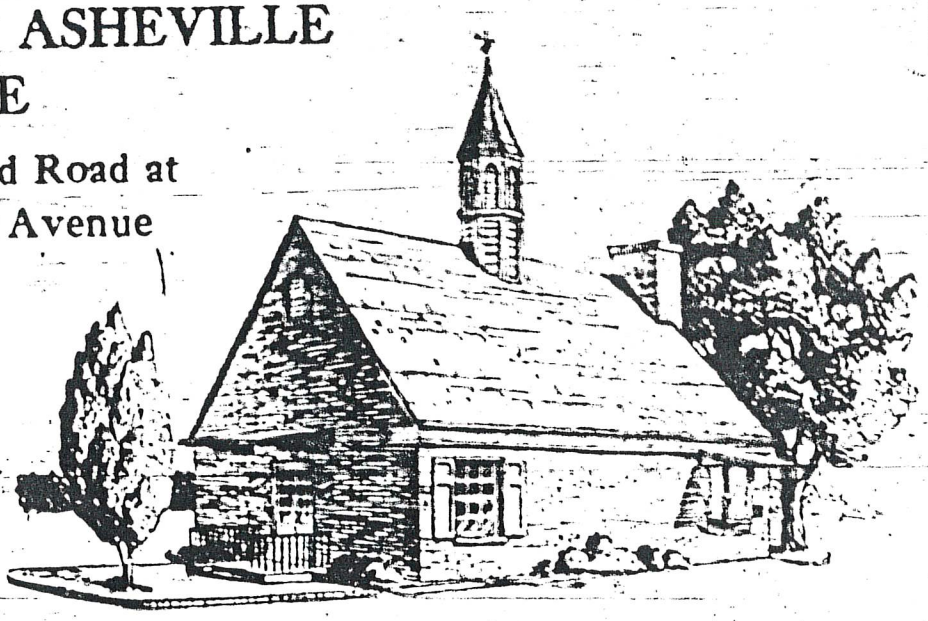
602 Haywood Road

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

Asheville Citizen December 12, 1937

Wachovia Bank's WEST ASHEVILLE OFFICE

Haywood Road at Vermont Avenue



first choice of thousands in WEST ASHEVILLE
LEICESTER • ENKA • CANDLER • SANDY MUSH
NEWFOUND • WESTERN PART OF BUNCOMBE COUNTY

COMPLETE BANKING SERVICES:	Regular Checking and CheckMaster Accounts Savings Accounts SAVE-O-MATIC—the automatic savings plan Auto Loans Loans on your Signature Home Improvement Loans Safe Deposit Boxes Night Depository Christmas Club Travelers and Cashier's Checks Savings Bonds and Collections
DRIVE-IN BANKING:	Save banking time at the handy Drive-In Windows. You can make a deposit, cash a check, pick up a payroll . . . without leaving your car or truck.
LARGE OFF-STREET PARKING AREA:	Always room to park!

ALSO: 3 OTHER CONVENIENT WACHOVIA OFFICES IN ASHEVILLE!

Remember — with an account at any of Wachovia's other offices in Asheville, you can bank at the West Asheville Office without transferring your account.

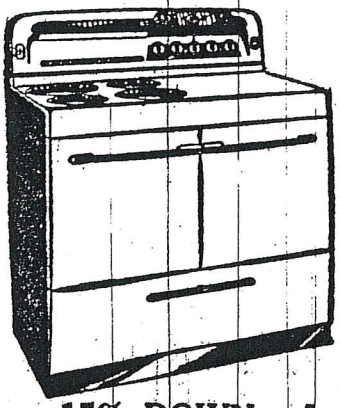
WACHOVIA
BANK AND TRUST COMPANY

Member Federal Deposit Insurance Corporation • Member Federal Reserve System

Asheville Citizen February 2, 1955

Wade's

There IS A Better Electric Range . . . It's **Kelvinator**



- Super-Fast Rocket Unit
- Kelvinator Heatru Oven
- Colormatic Controls
- Automatic Cook
- Up-Down Unit
- Seven-Heat Control

Come in — see this beautiful, cool, clean, fast Electric Range.

15% DOWN — Less Trade-In!

Balance 18 Months

WADE'S RADIO SERVICE

610 Haywood Road — M. L. Wade — Dial 3-2991

Asheville Citizen March 15, 1946

Asheville City Directory, 1947

WADE'S RADIO SERVICE
610 HAYWOOD RD.
WEST ASHEVILLE
Furniture Factory Outlet
Store #3 - East Main St. Brevard
New performance advances thru
16 YEARS of ZENITH
PIONEERING
ZENITH
TV
INTRODUCING
NEW PERFORMANCE ADVANCES
in ZENITH
Now! ZENITH QUALITY
COMES TO COLOR TV!
Handcrafted... No Printed Circuits
HANDCRAFTED CHASSIS
Now! ZENITH QUALITY
COMES TO COLOR TV!
Handcrafted... No Printed Circuits
Exclusive
HANDCRAFTED
ONLY IN
ZENITH
COLOR TV
FOR
GREATER DEPENDABILITY!
SIMPLIFIED SERVICING
puts performance on a pedestal

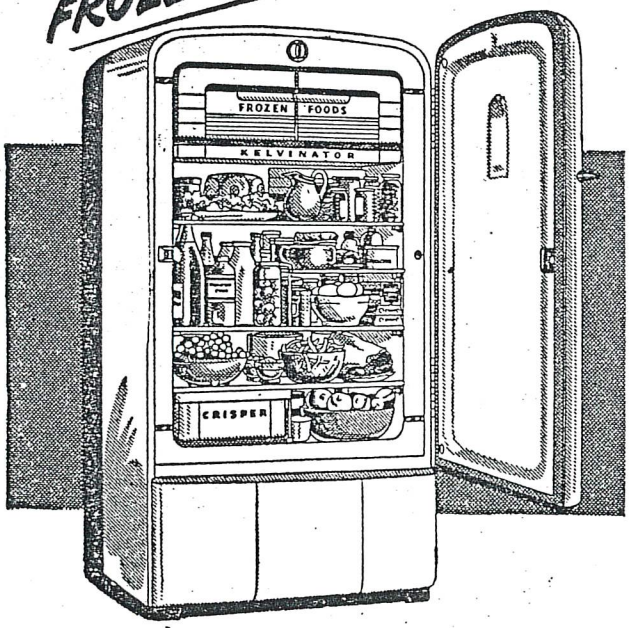
Wade's

ONLY KELVINATOR

OLDEST MAKER OF ELECTRIC REFRIGERATION FOR THE HOME

Could Bring You These Values!

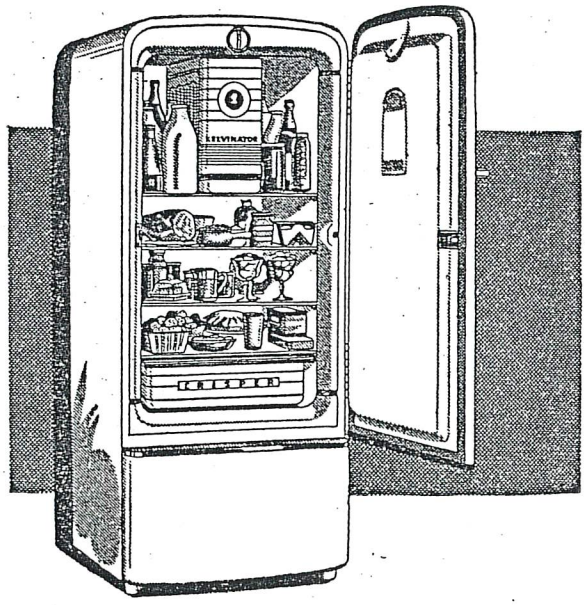
A BRAND NEW "8" WITH Across-the-Top FROZEN FOOD CHEST



Yes! Here is a great new value . . . made possible by Kelvinator's 36 years of experience! 40-lb. Frozen Food Chest . . . extra-roomy bottle-space . . . big, 12-qt. Crisper. The economy and dependability of Kelvinator's famous Polarsphere cold-maker!

ONLY $249.95 Terms

A DELUXE BUDGET-PRICED "6"



Get a 17-lb. High Speed Freezer. Get extra-high bottle space. Get loads of room for all your put-away foods. A real luxury refrigerator at a real low price!

ONLY $189.95 Terms

New Beauty! New Usefulness!

All new 1950 Kelvinators bring you longer-lasting beauty in whiter, finer exterior finish . . . tougher, more stain-resistant titanium-porcelain interior finish . . . polystyrene—new wonder material, white all the way through, used on many interior parts.

A BIG "12"
Kelvinator Cold Clear to the Floor Model VM
Only 299.95
(Fits into the floor space of a pre-war "6")

LOOK FOR THIS EMBLEM!
Awarded by Kelvinator to our "5-Star Salesmen" . . . it assures you the highest standard of courteous, helpful service!

WADE'S RADIO SERVICE

610 Haywood Rd. Authorized Dealer Dial 3-2991

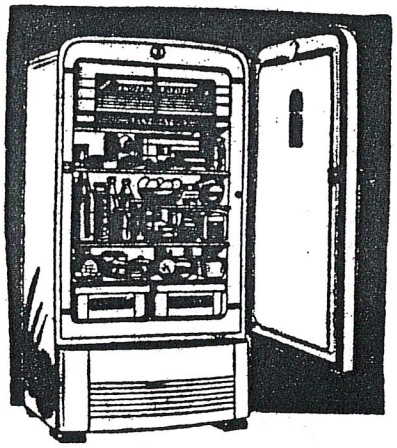
Asheville Citizen March 26, 1950

Wade's

— New —

Kelvinator

8 Cu. Ft. With Across-the-Top
Freezer and 2 Big Crispers



- 33-Lb. Freezer Chest
- Removable Half-Shelf
- New Butter Chest accessory at slight extra cost
- Polarsphere Cold-Maker
- Humidity Control Baffle
- New Strato-Blue Styling

Only 274.95

ONLY 15% DOWN

18 Months To Pay

WADE'S RADIO SERVICE

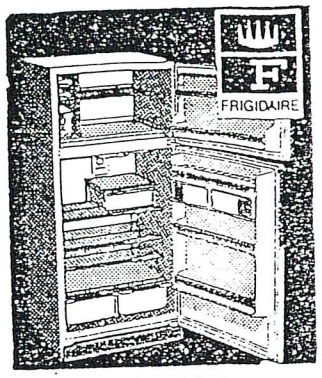
610 Haywod Road M L. Wade Dial 3-2991

Asheville Citizen September 1, 1951

BIG THRIFTY
FRIGIDAIRE

- Come see big 166 Lb. Frost Proof Freezer
- Compare Frigidaire Flowing Cold—Fresher Fruits, Colder Beverages
- Compare Frigidaire Frost Proof
- Up to $100 Trade

OPEN ALL DAY SATURDAY



WADE'S
610 HAYWOOD RD.

TELEVISION &
APPLIANCES, INC.
DIAL 253-6779

Asheville Citizen June 22, 1973

Appliance store closes after 59 years

Business had hard time competing with big chains

By Tim Reid
BUSINESS EDITOR

ASHEVILLE — Roberta Wade Sams was stoic as she closed out Wade's TV and Appliances Thursday, shuttering the business that her father started 59 years ago and became an institution in West Asheville.

"We've enjoyed good business until the last little while when the discount stores came in and the mom-and-pop stores started dying out. We're just calling it quits," Sams said as she emptied drawers and watched workers cart out the last of the store's inventory.

Wade's closing left longtime customers like Jean Johnson of Woodland Hills wondering where they will get the service and reliability they depended on Wade's to deliver.

Johnson said she bought her first appliance from Wade's when she got married in 1950 and has continued to do so ever since.

"They have always provided excellent service at reasonable prices, and they serviced everything they sold," she said. "You always got the better brands at Wade's. You might pay a little more, but they lasted a lot longer."

Roberta Sams' father, Meeker LeMoyne Wade, was a radio repairman for another company before opening his own business in June 1943.

"It was Wade's Radio Service at that time," his daughter recalled. "That was wartime, of course. When appliances and radios became available after the war, he started to sell them."

Steve Dixon/STAFF PHOTOGRAPHER

Roberta Sams checks the bottom of the cash drawer for the last time as her husband Frank reads the paper at his desk Thursday on the final day of business for Wade's TV and Appliances on Haywood Road in West Asheville. The business was founded by Mrs. Sams' father in June 1943.

Wade's sold Maytag and Frigidaire appliances primarily, and most of its televisions were Zenith.

Roberta Sams joined the business around 1945 or '46, and her husband, Frank H. Sams, joined it in 1959.

Wade remained active in the business until 1989, and he died in 1993.

Running the business "has been awfully hard the last little while" as chain stores could offer merchandise cheaper than Wade's could buy it wholesale, Roberta Sams said.

"We never sold the cheapest thing we could find," she said. "When we sold something, we actually tried to educate the customer about it. We always had a good reputation for doing what was right."

Discount stores can sell appliances cheaper than independent stores like Wade's, Sams said, but customers have trouble getting them serviced unless they buy extended warranty coverage.

Sams said she and her husband are long past retirement age and it was time for them to exit the business.

"We had thought about finding someone to take it over," she said, "but if you're not making money, nobody wants to buy it."

Sams said she will regret not seeing many of the people she has come to know over the years at Wade's.

"Our customers have really become friends," she said. "We're going to miss them."

Johnson said she called Roberta Sams when she heard the business was closing, concerned that her washing machine was getting old and might need repair soon:

"She said not to worry, it's a Maytag."

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

THE ASHEVILLE CITIZEN

Webb Motor Will Open West Asheville Branch

Bruce Webb, President, Announces Step; Will Open Saturday

Establishment of a branch at 744 Haywood road, West Asheville, in the building formerly occupied by the Hudson Essex Sales company, has been announced by Bruce Webb, president of the Webb Motor company, Buick Dealers.

This branch, which will be devoted to the display and sales of new and used cars, will open Saturday, Mr. Webb said last night. It will be in charge of Walker Thomasson, an experienced automobile man who has been with the Webb motor company for the past year as a member of its sales force.

We have recognized the rapid growth of that section of Asheville west of the river," Mr. Webb, explained, "and have been planning the establishment of a branch there for the past two years. The step was held up temporarily because of business conditions but now with the optimistic trend taken as a result of the location in that section of the great plant of the American Enka company, we feel that we are justified in creating this branch for the service and convenience of our customers in that section.

The building affords ample facilities for the mechanical department and action on that matter will be taken as soon as the branch determines just what demand there is for such mechanical service in West Asheville. In the event that such a demand is there, and we anticipate that there will be shortly, we will establish in this building, in addition to the sales force and display rooms, a complete, authorized Buick Service station.

(Friday)

Asheville Citizen September 24, 1928

WEST ASHEVILLE
AUTO SERVICE
T. C. NELSON
Gas, Oils and Accessories
Repairing of All Kinds
Work Guaranteed
Agents for Silver Edge Raybestos
Brake Lining
401 Haywood Road Phone 4276
West Asheville, N. C.

WEST ASHEVILLE AUTO THEATRE
ENKA

CARTOONS IN COLOR
SHOW STARTS AT 8:00

Paul Newman
"The Young Philadelphians"

PRESENTED BY
WARNER BROS.

TWO TOP HITS!

GREGORY PECK
ANN BLYTH

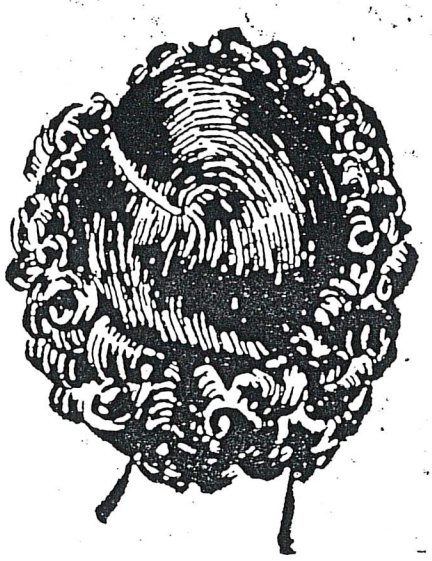
in Rex Beach's The WORLD IN HIS ARMS
TECHNICOLOR®

Asheville Citizen July 5, 1963

ASHEVILLE CITIZEN, ASHEVILLE N. C.
Friday, July 3, 1953

West Asheville Auto Theatre
Asheville Citizen-Times, July 3, 1953

Individual Hair Styles



PHONE

4053-J

For Appointment

"We Give the Wave of Tomorrow Today"

COLD-WAVE PERMANENTS

Open Nights by Appointment Only
Let Our Efficient Operators Serve You

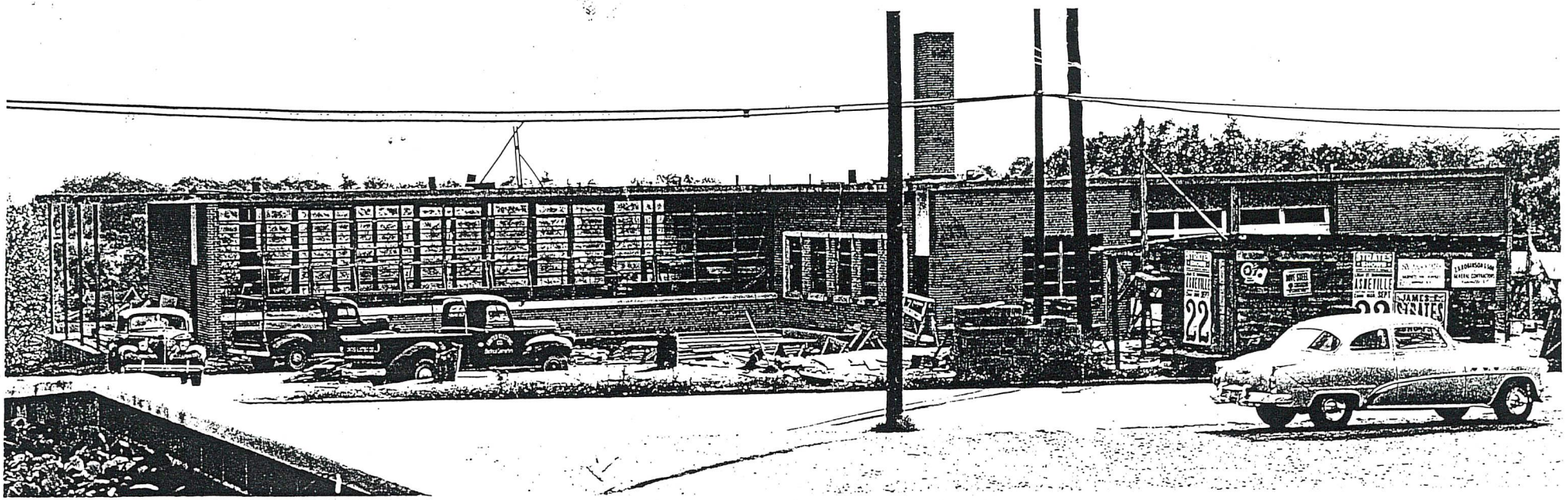
WEST ASHEVILLE BEAUTY SALON

689 Haywood Rd. - W. Asheville

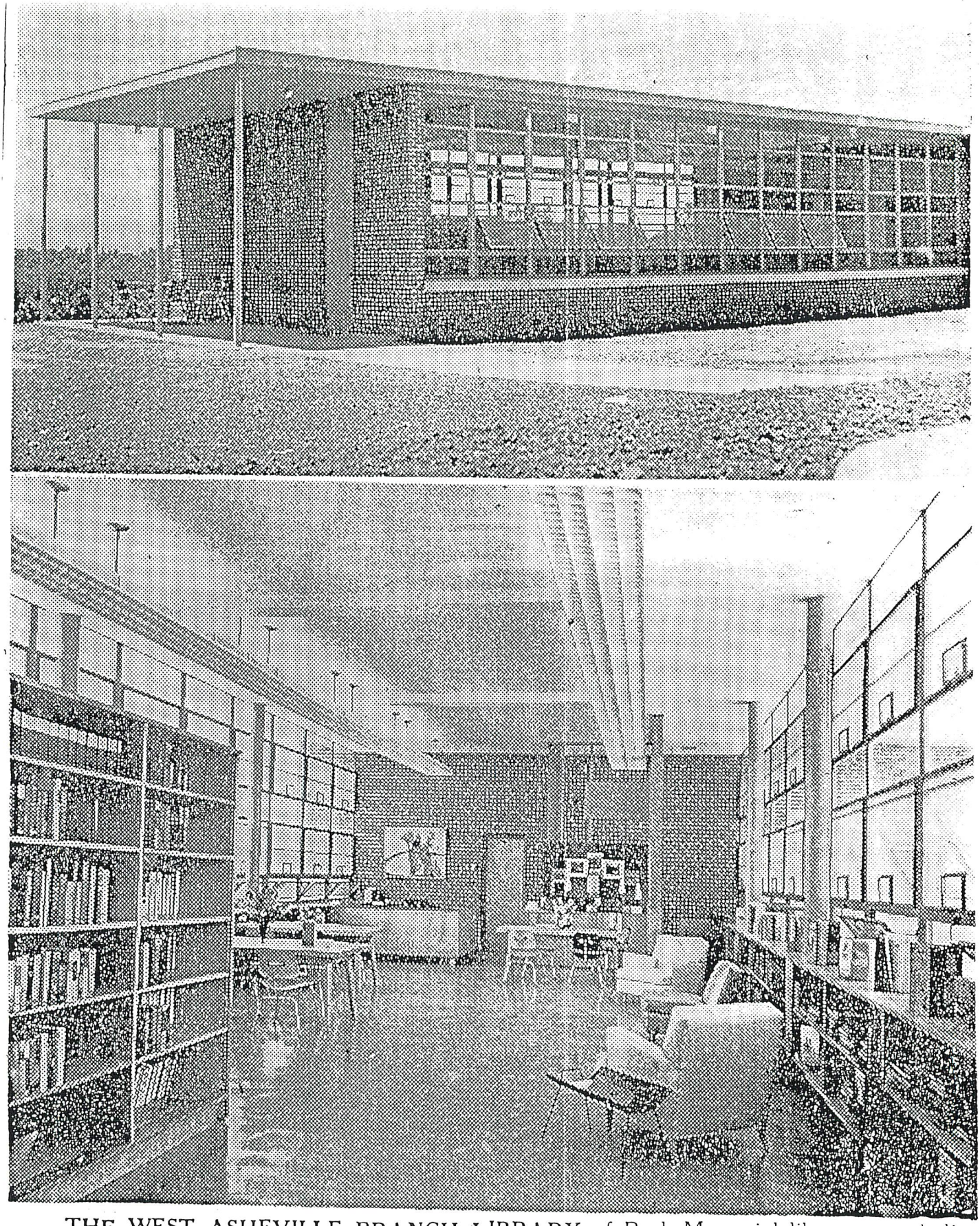
(B-89)

Asheville City Directory, 1947

Individual
Hair Styles
DIAL 2-3112
For Appointment
"We Give the
Wave of Tomorrow
Today"
Cold-Wave
Permanents
Open Every
Friday Night
LET OUR EFFICIENT OPERATORS SERVE YOU
MRS. BLANCHE FULGHUM, Owner
MISS CATHERINE GOODMAN, Manager
WEST ASHEVILLE
BEAUTY SALON
689 HAYWOOD RD., W. ASHEVILLE
(B-118)



West Asheville Branch Library and Fire Station # 6, 970 Haywood Road, 1953.



THE WEST ASHEVILLE BRANCH LIBRARY of Pack Memorial library was dedicated yesterday afternoon before an audience of several hundred persons. Following the dedication visitors were taken on a tour of the building, including the new West Asheville fire substation. Speakers during the event were L to R (top) Miss Annie Westall, chairman of the library board of trustees; George Wright, past board chairman; Miss Margaret Ligon, librarian; the Rev. Colonel Bessinger, Vice Mayor Walter I. Abernathy, the Rev. J. E. Brendall and L. J. Montgomery, vice president, Friends of the Library. **Center**, exterior view of the branch library, and **bottom**, an interior view of the

FOR THE BEST CHRISTMAS YET

WEST ASHEVILLE

IS THE PLACE TO SHOP!

AMPLE

FREE

PARKING

WEST ASHEVILLE BUSINESS ASSOCIATION
PATTON AVE. SHOPPING PARKING HAYWOOD ROAD

These and Other Merchants Are Ready to Serve You!

AUTO REPAIRS, SERVICE

771 Patton Avenue Dial 3-8711
Bennett & Felmet Auto Service

R. & S. Service Center
387 Haywood Road Dial 3-2156

AUTO & HOME SUPPLY, APPLIANCES

Demos Home and Auto Supply
701 Haywood Road Dial 2-3301

DEPARTMENT STORE-NOTIONS

Cobble's Department Store
717 Haywood Road Dial 2-2521

DRY CLEANERS, LAUNDRY

Bon Ton Cleaners and Laundry
650 Haywood Road Dial 3-0251

DRUGS, SUNDRIES

B & B Pharmacy
462 Haywood Road Dial 2-2718

Malvern Hills Drug Store
1288 Haywood Road Dial 8286

Palace Rexall Pharmacy
783 Haywood Road Dial 2-1818

Pinner's Drug Store
619 Haywood Road Dial 2-3546

FUEL-COAL

Cash Coal Company
1663 Haywood Road Dial 2-3271

FURNITURE

Home Furniture Store
797 Haywood Road Dial 3-1491

Brookshire Drapery Co.
"Your Drapery Shop"
753 Haywood Road Dial 3-9929

HARDWARE, HOUSEWARES BUILDING SUPPLIES

Atkins-Harper Lumber Co.
332 Haywood Road Dial 2-2491

Frank Austin Company
442 Haywood Road Dial 2-3853

Fortune's Paint & Hardware Co.
727 Haywood Road Dial 3-5346

INSULATION

Home Insulation Company
New Leicester Highway Dial 4-2351

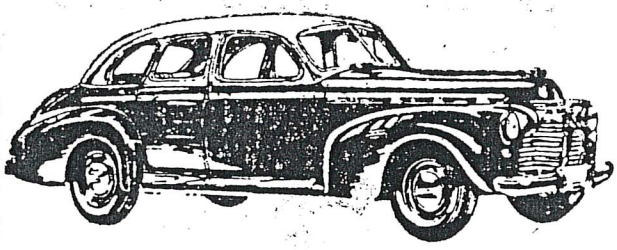
REAL ESTATE, RENTALS

Lawrence Realty Company
223 Haywood Road Dial 3-1753

VARIETY STORES

French's Variety Store
773-775 Haywood Road

TAXI



Call **688**

OR **119**

24-HOUR SERVICE

WE HAVE SOBER DRIVERS

WEST ASHEVILLE CAB CO.

631 HAYWOOD RD. **W. ASHEVILLE**

(T-116)

Asheville Telephone Directory, 1947.
West Asheville Cab Co., 631 Haywood Road.

West Asheville Cab Co.
DIAL 3-3311
24 HOUR SERVICE
Dependable Drivers — Quick Service
Anywhere in West Asheville No. 1 Zone, 50 Cents

1949 Standard Railway Employees Seniority List

West Asheville Cab Co.

DIAL 3-3311 DIAL

Day or Night

Day or Night

SIGHTSEEING TOURS

477 Haywood Rd. W. Asheville

Asheville City Directory 1953

West Asheville
Cab Co.
DIAL 3-3311
24-HOUR SERVICE

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

GRAND OPENING!

FRIDAY, JANUARY 4TH

It's a Matter of GOOD TASTE TO DINE With Us.

QUICK SERVICE

SPLENDID FOOD

Some cafes are known for a special dish, others for their atmosphere, and still others for quality... We have all three. Come in and let us serve you and you will back up our claim.

OPEN 6 A. M. - 9 P. M. DAILY and SUNDAYS

WEST ASHEVILLE CAFE

687 HAYWOOD RD. W. ASHEVILLE

West Asheville News January 1, 1946

West Asheville News January 4, 1946

RESTAURANT

Friendly Atmosphere

TASTY FOOD!

You will like our quick service and comfortable easy chairs at individual tables. You will find this is just the right place to enjoy a sociable luncheon or dinner. We can cater to social organizations or clubs.

IT'S A MATTER OF GOOD TASTE TO DINE WITH US

West Asheville Cafe

687 Haywood Road

West Asheville News January 25, 1946

West Asheville Cafe Makes Bow On Haywood Rd.

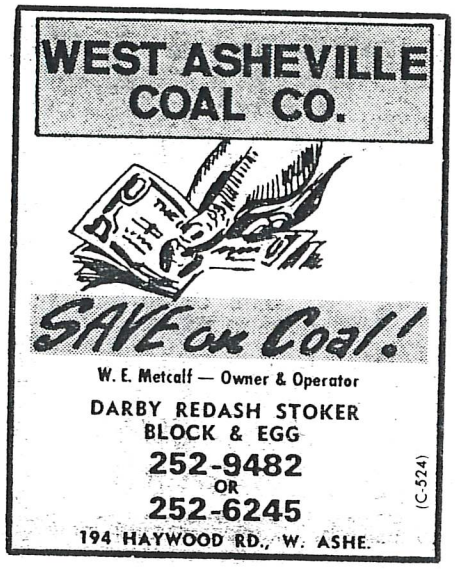
The West Asheville Cafe, under ownership of N. W. Brown, has opened a very attractive eating place at 687 Haywood Road, West Asheville. Mr. Brown, who was previously in business on the Weaverville Road for eight years, believes he knows what the general public wants to eat and how food should b. prepared.

Both counter and table service are offered by the West Asheville Cafe. Mr. Brown will operate his cafe from 6 a. m. to 9 p. m. daily and will remain open Sundays.

Food at the West Asheville Cafe is cooked in a first class sanitary kitchen with gas equipment. Biltmore Dairy products including ice cream will be served. Special seasonable dishes will be served to patrons.

The West Asheville Cafe is located at what was formerly the West Asheville bus station. Mr. Brown was born and reared in the Leicester section and has lived in Buncombe county all his life.

West Asheville News January 4, 1946



Asheville Telephone Directory 1973

WEST ASHEVILLE
ESSO SERVICENTER

All Kinds Repair Work

ROAD SERVICE WE NEVER CLOSE

Haywood Rd. at Vermont Ave. Phone 3-6429

West Asheville, N. C.

1949 Standard Railway Employees Senoirity List

WEST ASHEVILLE ESSO CENTER

Phone 3-7429

24 HOUR ROAD SERVICE

Battery Service, Automobile Accessories

Tires and Tubes

Haywood Road at Vermont Avenue

West Asheville
Esso Center

PHONE 3-6429

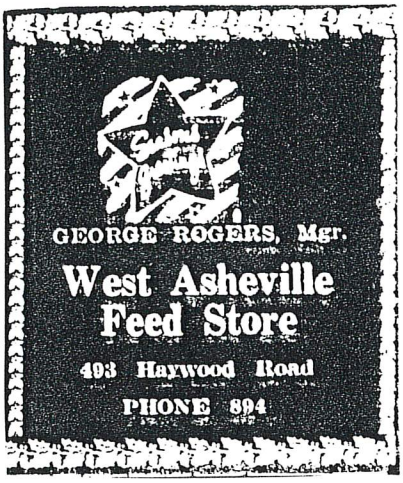
24 Hour Road Service

Battery Service - Automobile Accessories - Tires and Tubes

Haywood Road at Vermont Ave.

ASHEVILLE, N. C.

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954



West Asheville News December 25, 1942

We Appreciate Your Business

WEST ASHEVILLE
FEED STORE

Dial 3-3051 493 Haywood Rd.

1949 Standard Railway Employees Seniority List

WEST ASHEVILLE
FEED STORE
493 Haywood Road Dial 3-3051
Ubiko Feeds
U. S. Approved Pullorum Clean
Baby Chicks

WEST ASHEVILLE
FEED STORE
493 Haywood Road Dial 3-3051
Ubiko Feeds
U. S. Approved Pullorum Clean
Baby Chicks

COMPLIMENTS

West Asheville

Feed Store

493 Haywood Road

Phone 3-3051

Malvern Hills Water Carnival & Beauty Pageant
August 8-9, 1954 Program

West Asheville Fire Station (Station 3), 421 Haywood Road, 20s.

WEST ASHEVILLE FLOWER SHOP

"Flowers For Every Occasion"

- WEDDINGS
- CORSAGES
- FUNERAL PIECES

792½ Haywood Rd. (WA)

Dial DAY 3-7511
NIGHT 2-3700

Asheville City Directory 1951

We Wish To Express Our Appreciation For The Business Extended Us From The People Of This Community.

WEST ASHEVILLE FLOWER SHOP

755 Haywood Road
"Funeral Designs A Specialty"
Mrs. C. M. Williams Bert Starnes

COAL — COKE — KINDLING

MUTUAL COAL CO.

BERT STARNES, Mgr.
"Serving West Asheville Since 1925"

West Asheville Flower Shop & Mutual Coal Company 755 Haywood Road
Asheville Citizen Times December 12, 1937

We Want Your Trade

If Good, Reliable Goods, Lowest Possible Prices, Fair and Square Dealing, Polite Attention will get it, we can count on you for a customer.

West Asheville Furniture Co.

440 Haywood Road Phone 1455
West Asheville, N. C.

Have You
Heard the
LATEST?

The West Asheville Furniture Co.

opened today, April 20, with many attractive bargains in household furniture of all kinds at their centrally located store, 625 Haywood Road.

WEST ASHEVILLE'S
NEWEST FURNITURE
STORE

See How the Rules of Good Taste
Will Save You Lots of Money

Highest Prices Paid for Used Furniture

West ASHEVILLE FURNITURE Co.

625 Haywood Rd. Phone 5843

Save Money and Help Us
Celebrate

OUR 1ST BIRTHDAY

April 20th — Saturday Only

SPECIAL VALUES FOR ONE DAY ONLY

Assorted Tables, 4 styles	$2.95 each
Folding Porch and Lawn Chairs	4.50
Table Lamps with Shades	7.76
Mirror Pictures	.97
Metal Bed Lamps	1.94
Plate Glass Mirrors	3.77
Baby Strollers (Metal)	7.25
Ironing Boards	2.25
Velvet Oil Paintings	5.95

¼ Off On All Living Room Chairs

WEST ASHEVILLE FURNITURE CO.

625 HAYWOOD RD. TELEPHONE 5843

West Asheville News April 19, 1946

WEST ASHEVILLE GARAGE

C. W. BROWN, *Owner*

Storage, Repairing, Gas, Oils, and a Full Line of Firestone Tires

WILL BE GLAD TO SERVE YOU ANY TIME

EXCEPT SUNDAY

PHONE 2147 WEST ASHEVILLE, N. C.

401 Haywood Road

From "The Skylander", West Asheville School student publication, May, 1922

Compliments of

West Asheville Gulf Service

INSURANCE

Dial 3-7573

Dial 3-7573

Complete Insurance Coverage For
• HOME – AUTO – BUSINESS
"Participating Savings Up to 20%"
WEST ASHEVILLE
INSURANCE AGENCY
JIM BRIDGES AGENTS DOYLE WOODY
781 HAYWOOD RD., W. ASHE.
(1-56)

Your Satisfaction Must Be Ours

If you let us do your laundry work you will experience a new sense of confidence, inspired by the positively known service by which we made our reputation.

West Asheville Laundry

Convenient for West Asheville People

"ANY LAUNDRY SERVICE DESIRED"

"We Wash Everything But the Baby"

741 Haywood Road

Phone 3951

WEST ASHEVILLE, N. C.

West Asheville Merchants Association Members 2 – 17 – 29
(Organized January, 1926)

Asheville Bakery
Asheville Ice Company
Atkins Lumber Company
J.A. Baker Packing Company
Bank of West Asheville
Barker's Department Store
Beaman Lumber Company
G.R. Bennett Grocery
Bennett's Cleaners
Biltmore Coal Company
The Blanket Shop
Boswell Coal Company
Campbell-Cox Company
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Folsom Transfer Company
French Broad Laundry
Grand View Dairy
L.F. Grant Grocery Company
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Holland Furnace Company
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M.A. Ingle and Company
Ingle Grocery Company
Logan Brothers Garage
May's City Market
Middlemount Gardens
Mutual Coal Company
Olive's Store
Palace Cleaners
J.V. Parker and Company
Philco Battery Company
Radford Market
Reliance Coal Company
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Roberts' Grocery Company
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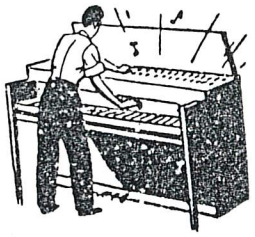
PIANOS TUNED, REPAIRED
AND CLEANED

ALL
WORK
GUARANTEED



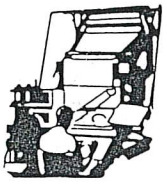
Pianos Bought and Sold

WEST ASHEVILLE MUSIC STORE
509 Haywood Rd. Telephone 6510-R

West Asheville News August 16, 1946

NEWSPAPERS

ENDORSED BY ASHEVILLE CENTRAL LABOR UNION



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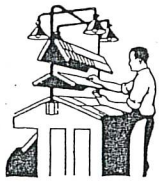
Before Two Large Sources of Purchasing Power:

WEST ASHEVILLE and ORGANIZED LABOR

News' Advertising Department at Merchants' Service
Plans, Layouts, Art Work, Advertising Council

Commercial JOB PRINTING

(Call for an Estimate)



Every home should include in its reading at least one well-written weekly newspaper. Subscribe to THE NEWS --- $2.00 a year by mail. Published every Friday Morning.

THE WEST ASHEVILLE NEWS

WALTER A. WARD, Publisher ROM M. REID, Editor

PHONE 4817

DEDICATED TO A STRONGER COMMUNITY SPIRIT

Congratulations to the

WEST ASHEVILLE NEWS

on their

17th Anniversary

FRENCH BROAD LAUNDRY, Inc.

Brownwood Ave. Phone 5811

BE WISE ABOUT DRY CLEANING—GET BETTER SERVICE!

- 1.—Schedule your clothes so that only one dress or suit needs cleaning at any one time. Send a hanger with each garment.
- 2.—Allow sufficient time for a good job. It will make your clothes last longer.
- 3.—Buy wisely. Take good care of your clothes. Hang them up after each wearing.

FOR

Meritorious Service

IN THE 1945

VICTORY PULPWOOD CAMPAIGN

TO

The News

in recognition of the valuable contribution this newspaper has made to the nation's war program by its efforts to increase the production of pulpwood.

WAR PRODUCTION BOARD

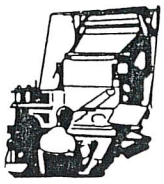
J. A. Krug

CHAIRMAN

WAR PRODUCTION BOARD

NEWSPAPERS

ENDORSED BY ASHEVILLE CENTRAL LABOR UNION



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News' Advertising Department at Merchants' Service
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Every home should include in its reading at least one well-written weekly newspaper. Subscribe to THE NEWS --- $2.00 a year by mail. Published every Friday Morning.

THE WEST ASHEVILLE NEWS

WALTER A. WARD, Publisher ROM M. REID, Editor

PHONE 4817

DEDICATED TO A STRONGER COMMUNITY SPIRIT

THE WEST ASHEVILLE NEWS

"DEDICATED TO A STRONGER COMMUNITY SPIRIT"

ASHEVILLE, NORTH CAROLINA, FRIDAY, JULY 11, 1947

Mail Your Subscription in NOW to

THE WEST ASHEVILLE NEWS

RATES:

5 Months	$1.00
1 Year	$2.00
2 Years	$3.00

Mail this coupon

WEST ASHEVILLE NEWS
410 Haywood Road
West Asheville, N. C.

Please enter my Subscription for_____(Months, Years).

Name _____

Street Address _____

City _____

THE WEST ASHEVILLE NEWS

If your name appears on this page call at The News office not later than next Tuesday, 5 p. m. and you will be given a free ticket to the Isis Theatre.

West Asheville News July 11, 1947

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C. 3
Saturday, July 27, 1963

Osborne, Former Publisher, Printing Firm Owner, Dies

Samuel Brooks Osborne, 81, of 228 Montford Ave., owner and operator of the Osborne Printing Co. until his retirement 12 years ago, died in his home at 3 p. m. Friday after a long illness.

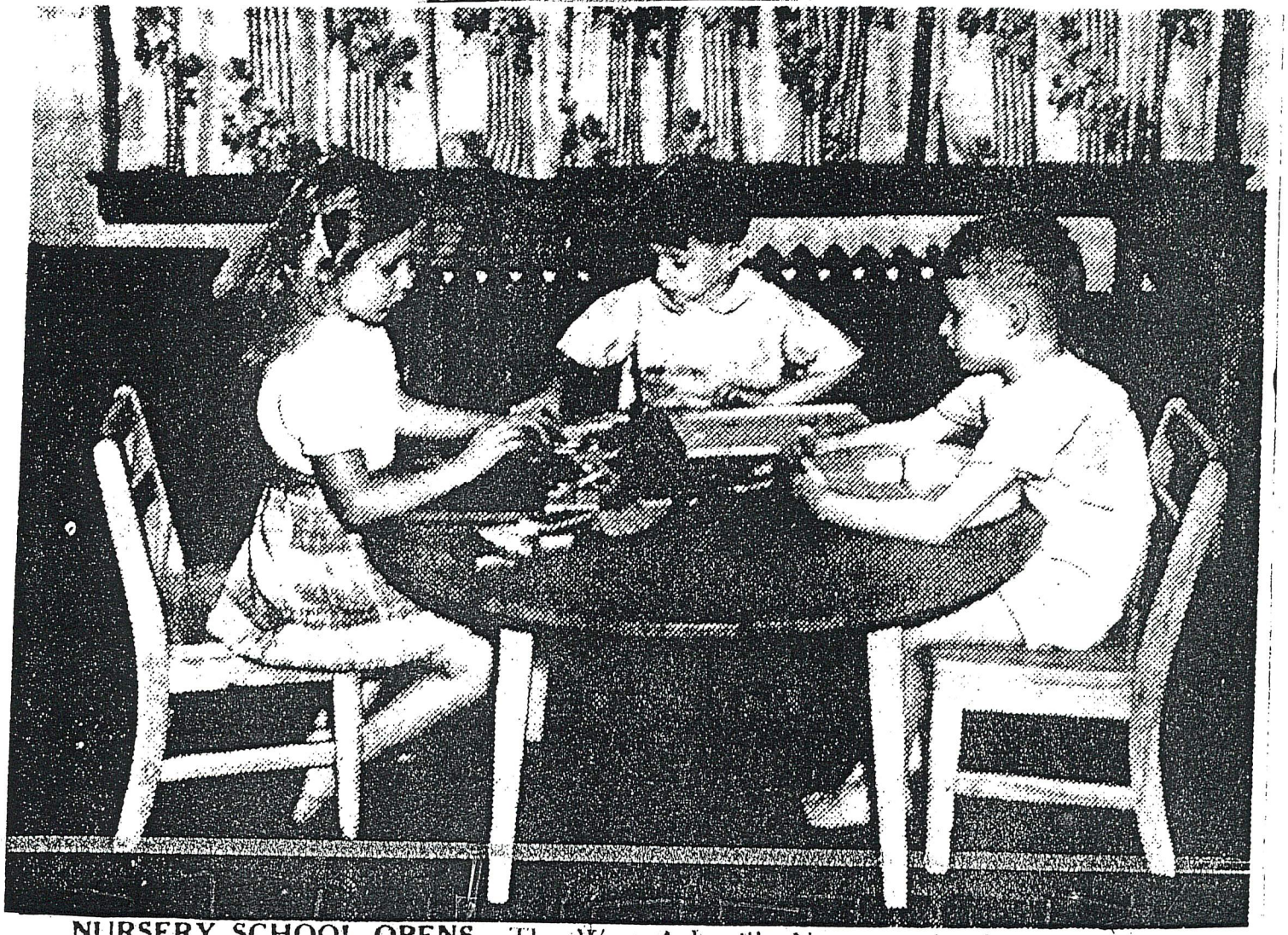
A native of Brevard, he was a son of the late W. K. and Mary Thomas Osborne. He was a former publisher of The Brevard News, which later became The Transylvania Times.

Mr. Osborne came to Asheville in 1926 and founded The West Asheville News, now known as The Asheville News. At one time Mr. Osborne also operated a newspaper in Andrews.

Survivors include his wife, Mrs. Ella Monroe Osborne of the home, two sons, Cameron B. and Keith, both of Asheville; a daughter, Mrs. H. Guy Hensley of Asheville; a brother, Dr. V. W. Osborne of Atlanta, Ga.; a sister, Mrs. J. K. Mills of Brevard, and four grandchildren.

Services will be held at 2:30 p. m. Sunday in Morris-Hendon-Black Funeral Home chapel, with the Rev. C. A. Zabriskie officiating. Burial will follow in Green Hills Cemetery.

C. B. OSBORNE



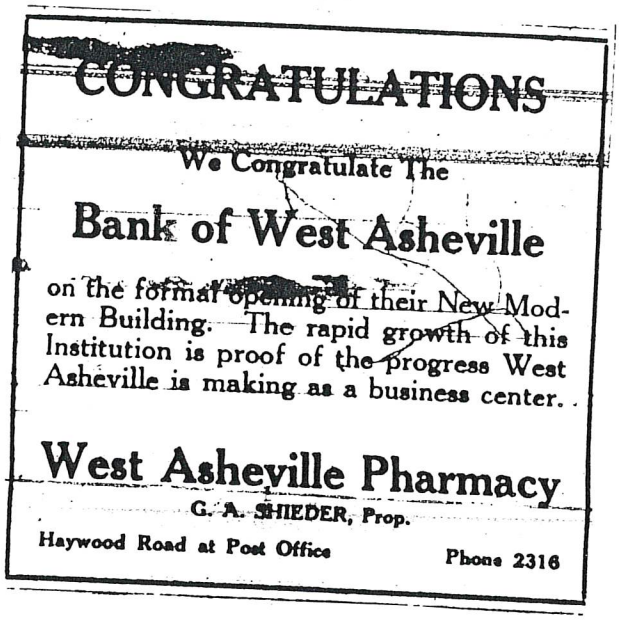
NURSERY SCHOOL OPENS—The West Asheville Nursery school and the second extended school service unit opened at the bank building on the corner of Haywood road and Richmond street in West Asheville this morning. In the above picture are, left to right, Ann Elizabeth Ingle of 82 Herron avenue, Joseph Williams of 602 Haywood road, and Russell Soesbee of 41 Branning street. These children are in one of the rooms of the nursery school, which occupies the top floor of the building.

Bruce Emory
Research

Asheville Citizen December 25, 1959

West Asheville Pharmacy now located next door to Post Office, Phone 2316.

Asheville Citizen June 2, 1917



Asheville Citizen December 31, 1926

West Asheville Pharmacy

G. A. SHIEDER, Prop.

Next Door to West Asheville Post Office

Shieder and Brookshire

DRUGGISTS

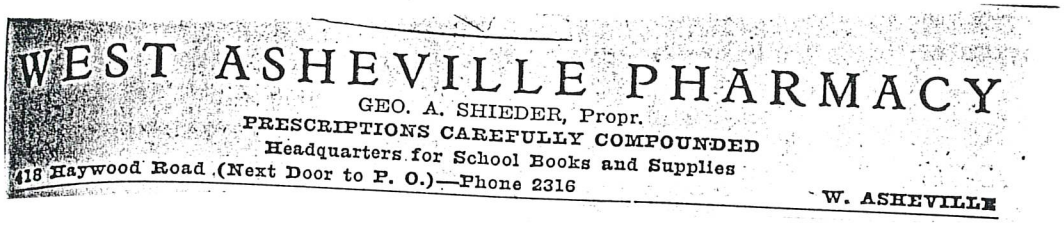
Haywood Road at Horney Heights

G. E. BROOKSHIRE, Mgr.

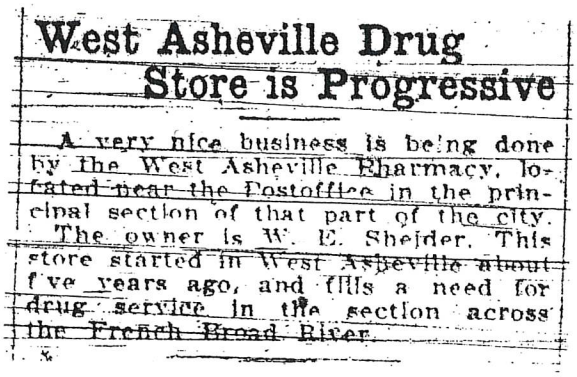
THE REXALL STORES OF WEST ASHEVILLE ON ASHEVILLE-ATLANTA HIGHWAY No. 10

The Police Review

VOLUME 6 MARCH, 1927 NUMBER 3



Asheville City Directory 1920



West Asheville Drug Store is Progressive

A very nice business is being done by the West Asheville Pharmacy, located near the Postoffice in the principal section of that part of the city. The owner is W. E. Shelder. This store started in West Asheville about five years ago, and fills a need for drug service in the section across the French Broad River.

Asheville Citizen September 4, 1923

WEST ASHEVILLE
PHARMACY

The Oldest Drug Store in West Asheville

On the main Asheville-Atlanta Highway, next door to West Asheville Post Office.

THE WEST ASHEVILLE
PHARMACY

The Rexall Store

Phone 2316

Next to Post Office West Asheville, N. C.

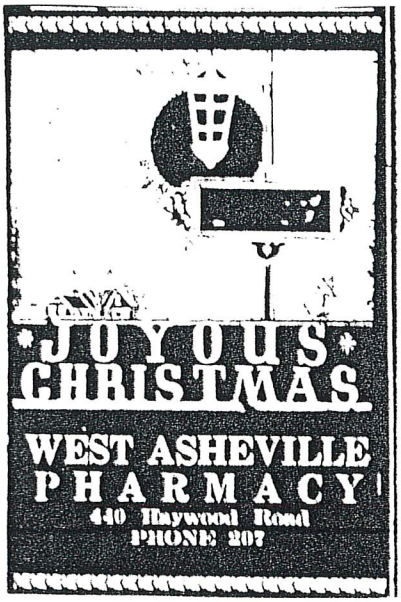
G. A. SHIEDER, Prop.

Compliments Of

The West Asheville Pharmacy
418 Haywood Road
Phone 2316

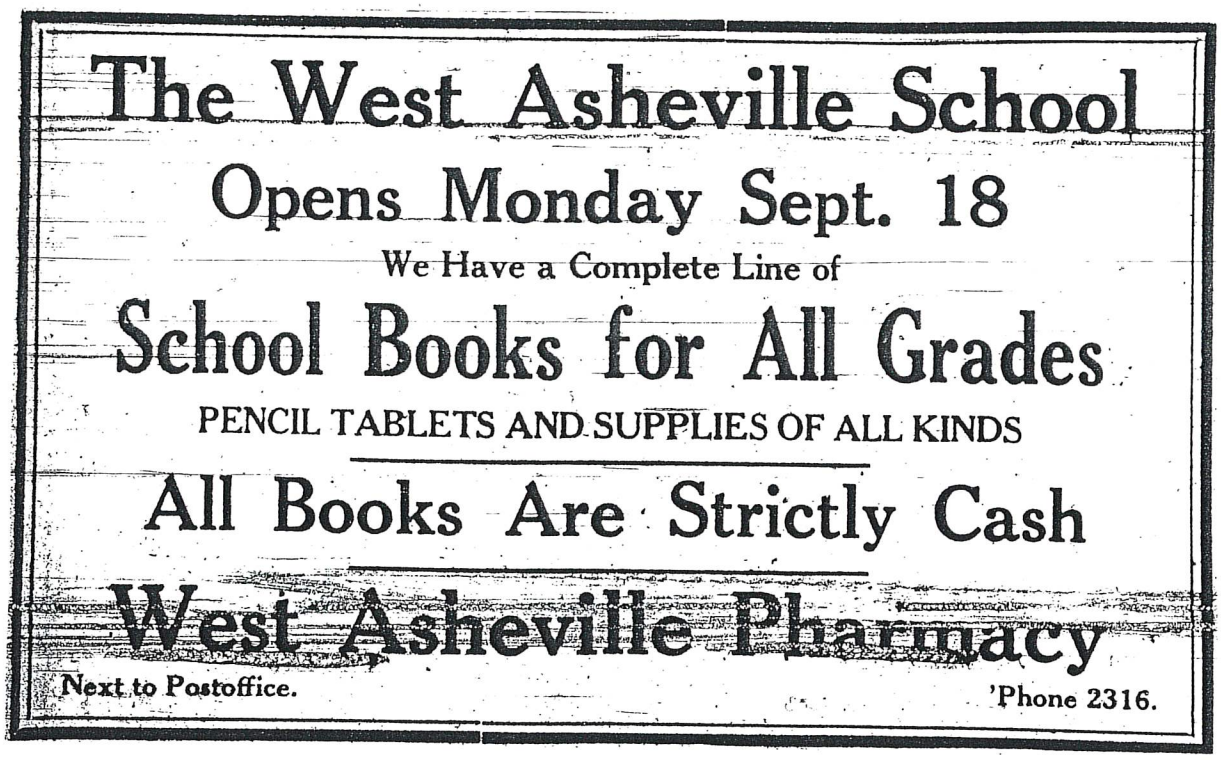
Shieder and Brookshire
Haywood Road at Horney Heights
Phone 5835

West Asheville Methodist Episcopal Church South (Trinity)
Church Directory 1927



West Asheville News December 25, 1942

West Asheville News April 13, 1945



Asheville Citizen September 17, 1922

Now Under New Ownership

WEST ASHEVILLE PHARMACY

414 Haywood Road Bought by John W. Moore, May 1, 1955. **Phone 2-4471**

Closed it & removed to Economy Drug Store Charlotte St. in Sept. '55.

Safety Lies In

EXPERIENCE

For Over

25 YEARS

In Filling

PRESCRIPTIONS

ROY J. JOHNSON They now (1956) run Ideal Pharm. W. Ave. **L. G. CROUCH**

Roy J. Johnson and L. G. Crouch now own and operate the West Asheville Pharmacy. These two well known pharmacists need no introduction to the people of this section. Roy Johnson for years owned and operated Johnson Drug Stre on North Pack Square and L. G. Crouch has for the past 12 years served as a pharmacist, for the old Goode Drug Store on Patton Avenue and recently with Eckerd's Drug Store on Haywood Street.

We Specialize In

FILLING PRESCRIPTIONS

SAVE NOW! Send your prescriptions to the West Asheville Pharmacy. Accuracy and reliability . . . are the fruit of experience in this profession. It has brought these two druggists years of exacting professional training and experience in filling your doctor's prescriptions.

Our Precision Is Your Protection

FREE! Prompt Delivery Service to all parts of Asheville and West Asheville at Your Calling

Open Daily 8 A. M. 'til 10 P. M.

(Sunday 12 Noon 'til 9 P. M.)

Complete Line of — Drugs — Drug Sundries — Cosmetics

Asheville Citizen 1956

Personnel Of West Asheville Office

Above are the supervisors and employes of the new West Asheville branch station of the Asheville post office which will be formally opened in its new home on Haywood road today. Front row—left to right: E. L. Bishop, superintendent of mails, Asheville office; Mrs. Lela Haynie, clerk; Postmaster Dan W. Hill, of the Asheville office; Superintendent I. W. Bootton, of the West Asheville office; J. W. Ingram, foreman of carriers; and H. L. Owen, clerk. Back row—C. B Hayes, J. Robison, Roy T. Brown, M. H. Baker, D F. Smith, and E. L. Parham, members of the West Asheville carrier force.

Formal Opening Of West Asheville Station Today

West Asheville Post Office, 795 Haywood Road, 1929.

HOLIDAYS FESTIVAL

BIRTHDAY CAKES
OUR SPECIALTY

WEST ASHEVILLE QUALITY BAKERY

647 Haywood Road AL 2-6766

Asheville Times November 10, 1958

Asheville Citizen December 25, 1959

West Asheville Real Estate Co.
Real Estate, Rentals, Collections and Fire Insurance
Office Over West Asheville Pharmacy
West Asheville, N. C.
Phone 517

Asheville City Directory 1918

FREE ESTIMATES WORK GUARANTEED
FURNACES INSTALLED—CLEANED AND REPAIRED
OIL BURNERS STOKERS
WEST ASHEVILLE SHEET METAL WORKS
504 HAYWOOD ROAD WEST ASHEVILLE, N. C.
GUTTERING ROOFING
R. N. HINES DIAL 3-2011

1949 Standard Railway Employees Seniority List

■ **West Asheville Tailgate Market**

What: Local organic and conventional produce, fine crafts, fresh-baked goods, herbs, goat cheese and cut flowers.

Where: Haywood Road in West Asheville between the West End Bakery and the Haywood Road Market

When: 4 to 7 p.m. Wednesdays

Contact: Missy Huger, 665-4472 or jakesfarm@msn.com

Fresh for today: Beans, eggplant, salad mix, lettuces, beets, turnips and turnip greens, cucumbers and radishes. Also look for fresh-cut flowers and perennial plants.

Asheville Citizen October 2002

FRIDAY
May 7, 2010

West Asheville tailgate market revived

Jason Sandford
ASHVEGAS

The conditions are right for the West Asheville Tailgate Market to flourish.

It's been a long time coming. The tailgate market has been "kind of dying on the vine" for about the past seven years in the lawn behind the Westville Bakery, Jim Gordon told me recently. Some weeks, the market had just seven or eight vendors.

Gordon is the market's senior manager. It's been his leadership that's kept the market going. And he's excited about this year.

The market moved to its current location in the Grace Baptist Church and SunTrust Banking parking lot on Haywood Road late last year. It's roomier and much more visible from the road. Gordon said the market also reorganized by creating committees and getting more people involved in the market's operation.

Gordon says there's a waiting list now for vendors. Hickory Nut Gap Farm is now an anchor vendor, said Gordon, who farms at Graceful Growers in Leicester. "I think we have a better chance of making it here," Gordon said.

Christopher Fielden, the market's junior manager, said he's excited about the 22 vendors that now sell at the market. "We have a better product mix," said Fielden, who said a fresh seafood vendor may be coming on board soon.

Fielden also told me that it's about time for a vibrant market on Asheville's west side.

"West Asheville is such a vibrant community focused on eating locally that there's no reason it can't have a thriving tailgate market," he said.

On my recent visit, I found goat cheese, fresh eggs, a pile of great leafy greens and several bakers. A fiddler offered a nice soundtrack, and in typical West Asheville style, a guy on a tall bicycle came riding through to delight shoppers.

This could be a banner year for tailgate markets around Western North Carolina. As the local food movement continues to gather momentum and with the support of organizations like the Appalachian Sustainable Agriculture Project, I think we'll see more community tailgate markets get organized.

Fielden said the Riceville community is one example of a new market blossoming. There's also room to grow as the economy remains in a rut.

The West Asheville market continues to accept applications from vendors. The best place to find and communicate with the West Asheville Tailgate Market is on Facebook.

Visit **CITIZEN-TIMES. com** for West Asheville photo galleries.

This is the opinion of Jason Sandford. Contact him at jsandford@CITIZEN-TIMES.com. Find Ashvegas updates online at CITIZEN-TIMES.com/ashvegas and the full blog at www.ashvegas.com.

'Four Horsemen' At West Asheville

The feature picture at the West Asheville theater tomorrow and Tuesday will be "The Four Horsemen of the Apocalypse," with Rudolph Valentino and Alice Terry. Rex Ingram's "The Four Horsemen" by Blasco Ibanes, marks the triumphant return of a feature production, which thousands of movie fans have proclaimed the greatest work of Valentino's career, and the picture that established him firmly as a great star with the public.

Wednesday the feature picture will be "Thunder Mountain," with Madge Bellamy and Alec B. Francis. Thursday Ben Lyons and Belle Bennett will feature in "The Reckless Lady." Friday, Johnny Hines in "Rainbow Riley," and Tom Tyler in "The Cowboy Musketeer" Saturday.

Asheville Citizen early 1927

JULY 5, 1927

WEST ASHEVILLE THEATER

LAST TIME TODAY

JACK HOLT

IN

"The Mysterious Rider"

A ZANE GRAY

Story That Is A Knockout for Action, Mystery and Thrills. Last Time Today. So Don't Fail to See It.

FABLES — NEWS AND COMEDY

419 Haywood Rd.
West Asheville

Bruce Emory Research

WEST ASHEVILLE THEATER

TODAY and TOMORROW

"TRAIL DUST"

WITH AN ALL-STAR CAST

See the Buffalo Stampede
The Covered Wagon Trains
The Burning of the Village
The Indian War Dance and
Many Other Thrilling Scenes in the Season's Most Unusual Picture

YOUR ONLY CHANCE TO SEE THIS GREAT PICTURE IN ASHEVILLE

PRICES: MATINEE 15c and 25c

NIGHT: 20c and 35c

ALSO COMEDY and NEWS

Asheville Citizen July 7, 1927

Bruce Emory Research

SHOW FIGHT OF JACK AND GENE IN W. ASHEVILLE

Eubanks Gets Films For Friday, Saturday; At Strand Next Week.

Manager W. H. Eubanks, of the West Asheville theater, scored a technical knockout in the first round of the legal fight over the showing of Dempsey-Tunney fight films when he started displaying the picture at 10 o'clock Friday morning in his theater, and expected to continue the reels through Friday and Saturday.

In the meantime, H. S Amos, manager of the Strand, and Publix Theater officials here went ahead with their plan to exhibit the full fight also all next week at the Strand, despite word from Statesville that the management of two Publix Theaters in Charlotte had been indicted but had posted $5,000 bond and were continuing the showings.

The exhibition of such films, Judge E. Y. Webb ruled in federal court at Statesville, is legal, the films are not subject to confiscation and any law to the contrary is unconstitutional. The grand jury, however, had indicted the theater interests.

The judge's decision came after a heated argument in which Thomas J. Harkins, district attorney, sought to impound the films in Charlotte.

Similar reels were seized in Atlanta after showing for more than two days. The exhibit of the films in West Asheville is the first showing in western North Carolina, and was drawing a big crowd Friday. The West Asheville theater recently was overhauled and heating equipment improved

Asheville Times October 28, 1927

FEBRUARY 15, 1928

WEST ASHEVILLE THEATER CLOSES

Tom Stelling, Manager, Placed In Charge Of Property

Because of receivership proceedings against the operating company, the West Asheville theater, a motion picture house in the western section of the city has closed its doors pending further order from the Superior court at Charlotte, where the receivership was instituted.

The Carolina Theaters, Inc., with headquarters in Charlotte, operated the West Asheville house and about nine others in smaller cities of North Carolina. Most of them it is understood here, will be closed pending liquidation of the company by the court at Charlotte. The order providing for the receivership was signed by Judge William F. Harding on request of A. B. Coleman, vice president of the company, according to a Associated Press dispatch received here. The Continental Trust company of Charlotte, has been appointed receiver.

The receiver is to make his returns to the court March 12. The petition asking for the receivership stated that several suits had been filed against the corporation and the concern is unable to meet its obligations.

Tom Stelling, who was manager of the West Asheville theater just before the receivership, has been placed in charge of the local property pending the outcome of court proceedings.

Asheville Citizen February 15, 1928

Players Lease West Asheville Theater

The Blue Ridge Players, of Asheville, have announced the leasing of the West Asheville Theater building on Haywood road, where they will stage various productions. J. R. Herron, president of the company, has stated that feature length productions will be shown until September at which time feature length plays, differing from the present run, will be placed on the program for regular presentation on every Friday evening throughout the winter months.

Asheville Citizen June 4, 1929

Asheville Citizen June 22, 1973

LOCAL AND LONG DISTANCE
INSURED IF DESIRED
HANDLING BY SKILLED WORKMAN

TEL. 2877

WEST ASHEVILLE TRANSFER CO.

M. L. SMITH, Mgr., Cor. Spruce & Marjorie Sts.
(M-27)

Free Estimates Antiques
REUPHOLSTERING
Repairing — Refinishing
All Work Guaranteed
WEST ASHEVILLE UPHOLSTERING CO.
746 Haywood Road Phone 3-0522

1949 Standard Railway Employees Seniority List

WOOD and COAL

ALL GRADES OF WOOD

White Pine and Kiln
Dried Kindling

Call 4114

West Asheville
Wood Yard

299 Haywood Rd. J. Y. DOWIS, Prop.

Beverages

Organic Coffee- Our House Blend, decaf Komodo and Flavored coffees are roasted only 2 doors down!

Small: $.95
Medium: $1.04
Large: $1.18

Bring in your own cup for a discount

Refills: $.50

Hot Tea $.95
Hot Choc $1.04

Iced Coffee $1.04
Iced Chai $1.25

Orange Juice & Milk
Sm $.95
Lg $1.04

Iced Tea: Unsweetened, Sweet, or Herbal $.95

We have a cooler full of juices and sodas

Take it Out!

- Pick up a box of baked goods for your next business meeting or celebration at a 10% discount for quantities of a 1/2 dozen or more.
- We also provide salads by the pound, such as our Gourmet Chicken Salad, Hummus, or Tuna as well as specialty salads such as Pasta Salad or Thai Tofu.
- Call in and we'll have your take-out order ready for pick-up.

West End Bakery

A Neighborhood Café

Serving a variety of breads, baked goods, fine desserts and lunch items.

757 Haywood Road
West Asheville

252-WEST (9378)

Hours:
Tuesday – Friday 7:30AM-6:00PM
Saturday & Sunday 9:00AM-2:30PM
Closed on Mondays.

Baked Goods

We Use 100% Organic Flour and the freshest ingredients available.

Cinnamon Rolls $2.00
We use our special soft dough to make these sticky sweet wonders.

Muffins $1.50
Several fresh flavors are baked every morning. We like to get creative in this department, so be ready for some fantastic combinations.

Sour Cream Coffee Cake $1.50
Try a giant size piece of this moist and delicious breakfast treat in the flavor of the day.

Scones $1.75
Our traditional buttery scones come in a variety of flavors including orange almond, currant, and cranberry. Check the display case for today's flavor.

Toast

With butter & Jelly (1 slice) $.75 (2 slices) $1.40
It's not Texas but we still like our toast thick around here, a couple of pieces will keep you happy all morning.

With spread (1 slice) $1.25 (2 slices) $2.00
We offer daily specials such as whipped cream cheese, raspberry cream cheese, and our special, non-dairy honey nut spread.

Specialty Desserts:

We have a variety of cakes, cookies, cheesecakes, pies, and tarts featuring familiar and exotic flavors.

Call and order a whole dessert for your next celebration!

Breads

Our breads are made with organic flour and many are 100% whole grain. We also sell several varieties of wheat-free breads. These nutritious breads provide fiber, complex carbohydrates, and essential vitamins and minerals. Here at the West End Bakery we are committed to providing West Asheville with fresh quality breads.

We bake 4 varieties each day; ask for a copy of our weekly bread schedule.

Salads & Such

Strata $2.50
An egg casserole made with our bread, cheese, seasonal vegetables and spices. Great for breakfast or lunch.

House Salad $5.00
A colorful mix of fresh greens and seasonal vegetables, many of them locally grown, with your choice of homemade dressings. Served with a roll and butter.

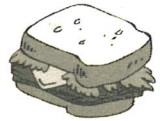
Chef Salad $6.50
Our house salad with a scoop of hummus, chicken or tuna salad.

Side Salad $2.50
A smaller version of our house salad.

Salad Dressings Ranch, Balsamic Vinaigrette and House Special

Soup with a roll $ 2.95
We use the freshest ingredients to prepare our hearty homemade soups. Look for today's specials.

Hummus with a Roll $2.95



Sandwiches

(Served with tortilla chips)

Chicken Salad $4.25
Our gourmet chicken salad is made with red onions, celery, walnuts, and raisins and is tossed with a red wine vinaigrette. This sandwich comes on your choice of homemade sliced bread with mayonnaise, lettuce and tomato.

Tuna Salad $4.25
Albacore tuna with a hint of onion, dill, and celery served on your choice of homemade sliced bread with lettuce mayonnaise, and tomato.

Hummus $4.00
Organic lemon tahini chickpea spread that comes on your choice of sliced bread loaded with fresh veggies such as cucumber, sprouts, lettuce and tomato.

Peanut Butter & Jelly $3.00
Comfort food at it's best!

Sandwich Roll $3.50
We take our bread dough and wrap it around a variety of delicious fillings such as Spinach and Feta Cheese, Turkey and Swiss, or Black Beans and Cheddar. Served hot or cold.

Daily Specials

Be sure to check our specials board for a listing of our soups, seasonal special salads such as Pasta with Pesto or Tropical Fruit and our feature sandwich such as Foccacia with Olive Spread, Baked Tofu, or Pimento Cheese.

COMBOS

Soup & Sandwich $6.25
Salad & Sandwich $5.95
1/2 Sliced Bread Sandwich & Soup $5.25
1/2 Sliced Bread Sandwich & Salad $4.95
Soup & Salad Combo $4.50

Play Safe - Check Electrical Wiring

Loose wiring and overloading of circuits can be dangerous. Call us for a complete check-up.

WESTERN CAROLINA ELECTRIC CO.

PHONE 2601
Night Phone 8734-J
393 Haywood Road

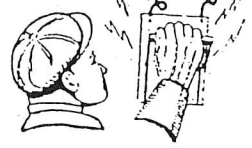
West Asheville News August 16, 1946

ELECTRIC CONTRACTORS

Electric Service

PHONE

2601



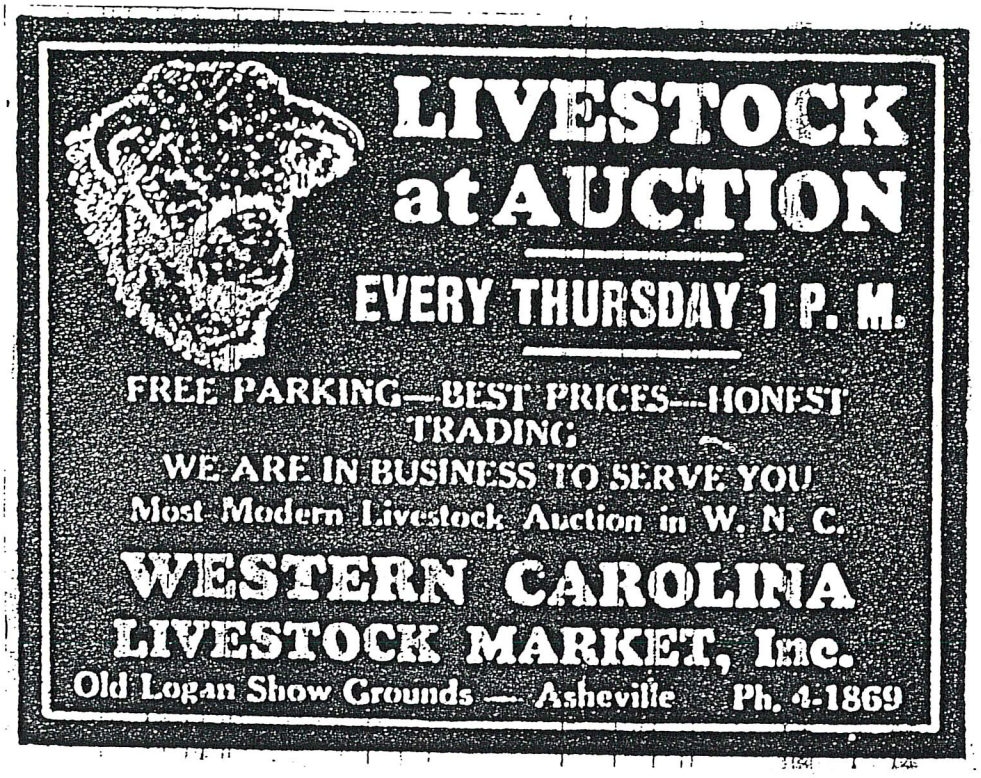
RESIDENTIAL
AND
COMMERCIAL

Z. W. FOX, Prop.
State and City Licensed

WESTERN CAROLINA ELECTRIC CO.

58 ALLEN ST., W. ASHEVILLE

(E-44)



Western Carolina Livestock Market--Logan Show Grounds
Asheville Citizen-Times, June 8, 1953

Looking for a few good herbs

Photos by Lauren Abe/STAFF PHOTOGRAPHER

ABOVE: Shoppers look over a wide variety of herbs Friday at the WNC Herb Festival, which continues through Sunday at the Farmer's Market in West Asheville. In addition to an array of herbal soaps, teas and other products, the festival offers some educational programs.
On today's schedule are:
- 10 a.m.: "Still Herb Crazy After 25 Years," by Alan Salmon, Wildwood Herbals, Weaverville
- 11 a.m.: "Natural Healing with Herbs," by Brenda Huffman, Huffman Herbs, Morganton
- 1 p.m.: "Lazy Woman's Herb Garden," by Peggy Dawson, The Dawson Green, Tuckasegee
- 2 p.m.: "Growing Herbs in Red Clay," by Nancy Odell, Reems Creek Nursery, Weaverville

RIGHT: Stewart Griffin and Allen Winn of Asheville check out some herbs at the Moon Creek Herb Farm booth Friday at the festival.

Asheville Citizen May 7, 2005

Getting a taste of summer

John Fletcher/STAFF PHOTOGRAPHER

John Darr gives his son Dalton a lift through the WNC Farmers Market on June 17. The farmers market is one of five owned by the state and operated by the N.C. Department of Agriculture and Consumer Services. It is located at 570 Brevard Road in West Asheville. The market is open seven days a week all year round, while the office is open 8 a.m. to 5 p.m. Monday through Friday. Retail Buildings at the market are open April through October daily from 8 a.m. to 6 p.m., and from November through March daily from 8 a.m. to 5 p.m.

Asheville Citizen July 14, 2005

Grand
OPENING OCTOBER
Westgate
SHOPPING CENTER
First and Only
W.T. GRANT CO.
1,200 FREE PARKING SPACES
ONE STOP SHOPPING
Family Shopping Hours Open 12 noon 'til 9 MONDAY THRU FRIDAY
(SATURDAYS 9:30 TIL 5:30)

George Coggins, pioneer mall builder, fashioned many legends

Rob Neufeld

Visiting our past

Westgate, North Carolina's first modern mall, was in 1956 the brainchild of George Coggins, a man who trailed mythology behind him. He lived all of his 93 years, save a few weeks, in the 20th century. A chronicle of his activities is a portrait of a kind of entrepreneur who knew he was a mountain legend and filled the role.

For instance, his founding of Bee Tree Vermiculite, an important home insulation manufacturer, had its roots, he vouched, in a Davy Crockett-like childhood experience. "I decided to go into the mining business," he said in a 1992 interview, "when we were 'possum hunting one night." He had trapped a 'possum in a hole and tried to get it out with "a stick with a little fork on the end of it. You put it in the hole and twist it," he explained, "and it gets the 'possum hide caught on it, and he comes out with it."

"When (the 'possum) came out," he said, "he had something interesting all over him. It was a new mineral we hadn't seen before in the ground, and it was known as vermiculite."

Coggins, a descendant of the Davidsons and Alexanders, both founding Buncombe families, had grown up on what had once been Davidson land — in the Bee Tree community. Coggins' father, Henry Allen Coggins, unofficially presided over life there as the "Mayor of Bee Tree." His connections enabled George to get a job building an addition to the Beacon Manufacturing plant one summer during the Depression.

George had to go down 12 feet to the bottom of a form to bail water out so concrete could be poured for a foundation. "Finally, I came out the ... third day," he recalled. "I was so sore and stiff from the damp I couldn't get up. And I told the foreman ... (and) he said, 'Oh, you're just a sissy. That's like all of you Bee Tree boys.' When he said that, he was standing right on this form, and they were pouring concrete down in the bottom. I hit him right on the chin, and he went right over the form and fell in the concrete."

Coggins' idea for Westgate was born out of a parking ticket downtown. "I was on the parking side of the street," he related, "where it said park this side only, but I headed in the wrong direction when I backed up into that space. It was a one-way street. So, when I came back, the policeman had a ticket on the car and he said, 'I'm going to run you in. You're parked on the wrong side of the road.'"

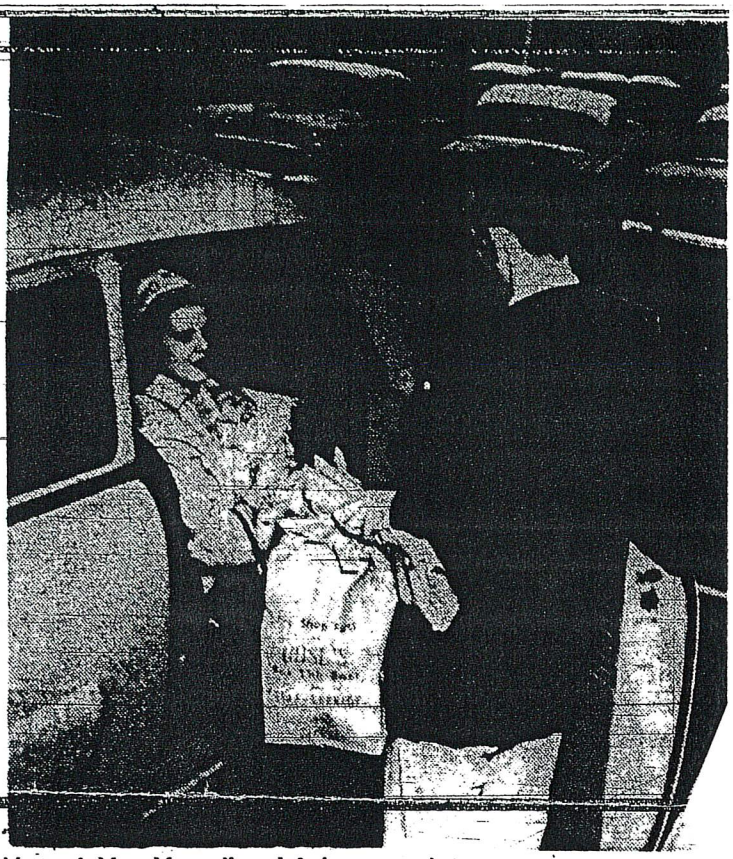
Coggins told the policeman, "If you give me a ticket, within five years, you won't need any parking space in downtown Asheville because I'll build a shopping center that's centered around parking."

CITIZEN-TIMES PHOTO

George Coggins, Asheville businessman, surveys the city of Asheville from his mountain home in 1991.

Coggins already had a leasehold on a former quarry on newly built Patton Avenue, and he began to travel around the United States, looking at malls in such places as Chicago and Boston. He gained a commitment from Louis Lipinsky to move his famous department store, Bon Marche, from downtown to Westgate; and he obtained a loan from Massachusetts Mutual Insurance Company to construct his landmark shopping center in West Asheville.

Asheville Citizen September 6,



Mr. and Mrs. Maxwell and baby enter their car after shopping Westgate. Note generous space between cars. Canopy over each store front protects shoppers against rain and snow.

"Wherever You Park, Stores Are Close By"

Says Mrs. Billy B. Maxwell, 226 Edgewood Road, Asheville. "We would rather shop at Westgate than anywhere else," she says. "All stores are centrally located, so easy to get to."

FREE
AND EASY PARKING
FOR 1,200 CARS

Westgate
SHOPPING CENTER

IN ASHEVILLE ON PATTON AVE.
AT SMOKY PARK BRIDGE.

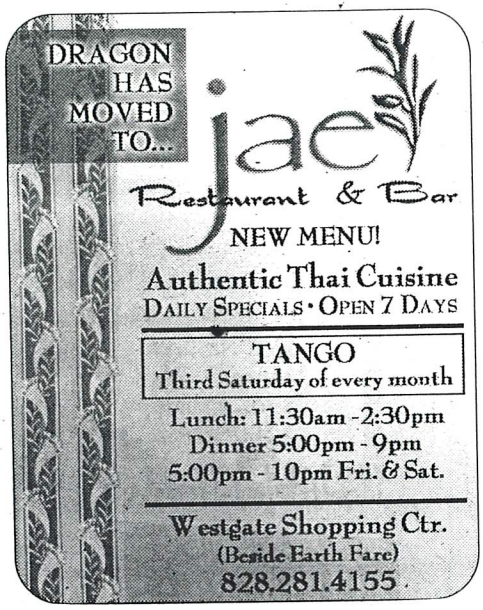
ONE STOP SHOPPING

THESE STORES WITHIN QUICK REACH FROM YOUR CAR

W. T. Grant & Co. Rose's 5-10-25 Stores Diana Shops
Kirby Shoes Bon Marche Talman's Winn-Dixie
Tot Town Nursery Moseley's Shoe Service Modern Cleaners
Gibson's Launderette Westgate Beauty Salon
Westgate Hobby Shop Downey's Dinette Westgate Barber Shop

STORE HOURS: Monday Thru Friday, Noon to 9 PM; Saturdays, 9:30 AM to 5:30 PM

Asheville Citizen January 6, 1957



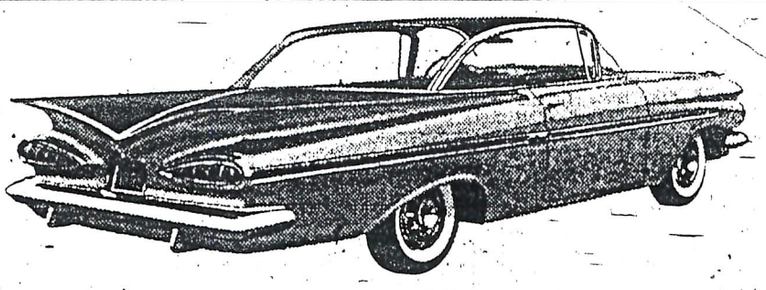
Asheville Citizen January 2004

CHEVROLET SHOW TIME!

at the

ASHEVILLE AUTO SHOW

OPEN FROM 12:00 Noon to 9:00 P. M., Friday, April 10th
10:00 A. M. to 6:00 P. M., Saturday, April 11th WESTGATE SHOPPING CENTER



The Impala 2-Door Sport Coupe, like all '59 Chevies, has a new finish that keeps its brilliance for years.

Big doings at the Chevrolet

exhibit!

You'll see a stunning variety of Chevies, models in every Series. Task-Force 59 trucks, too. Along with fascinating animated displays that demonstrate, right before your eyes, some of Chevrolet's advanced engineering ideas. Plan to stop by. We'll look forward to seeing you.

Get a close look at all the latest Chevy

FEATURES

Slimline Design—fresh, fine, fashionable. Shaped to the new American taste.

Body by Fisher—new and roomier with a real look of luxury and vast areas of Safety *Plate* Glass visibility.

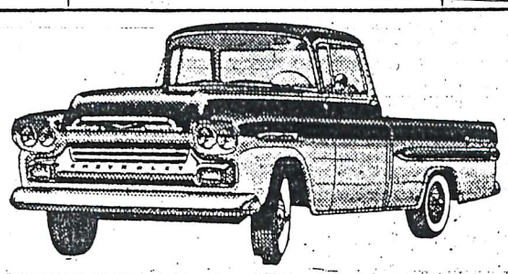
Magic-Mirror Finish—new acrylic lacquer that keeps its luster without wax or polish for up to three years.

Peppery Hi-Thrift 6—delivers up to 10% greater gas economy. Plus a vim-packed lineup of V8's.

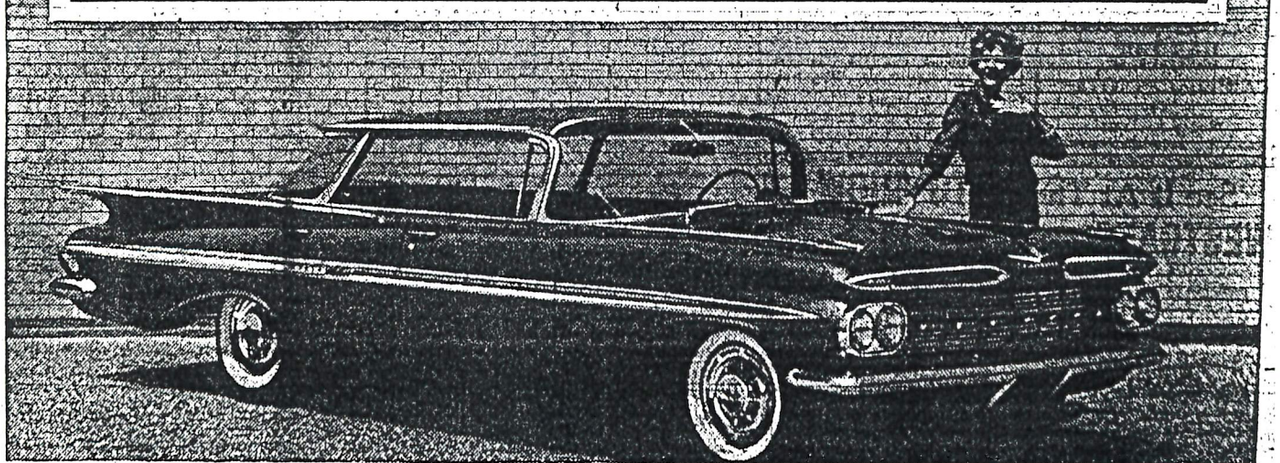
Safety-Master Brakes—they're bigger for safer, surer stops. Last longer, too.

Plus smoother-than-ever suspension, new easier riding Tyrex cord tires—everything you want in a car wrapped up beautifully in the '59 Chevy. Drive it at your Chevrolet dealer's soon.

CHEVROLET



New Task-Force 59 Fleetside—pickup star of Chevrolet's longest, strongest truck lineup.



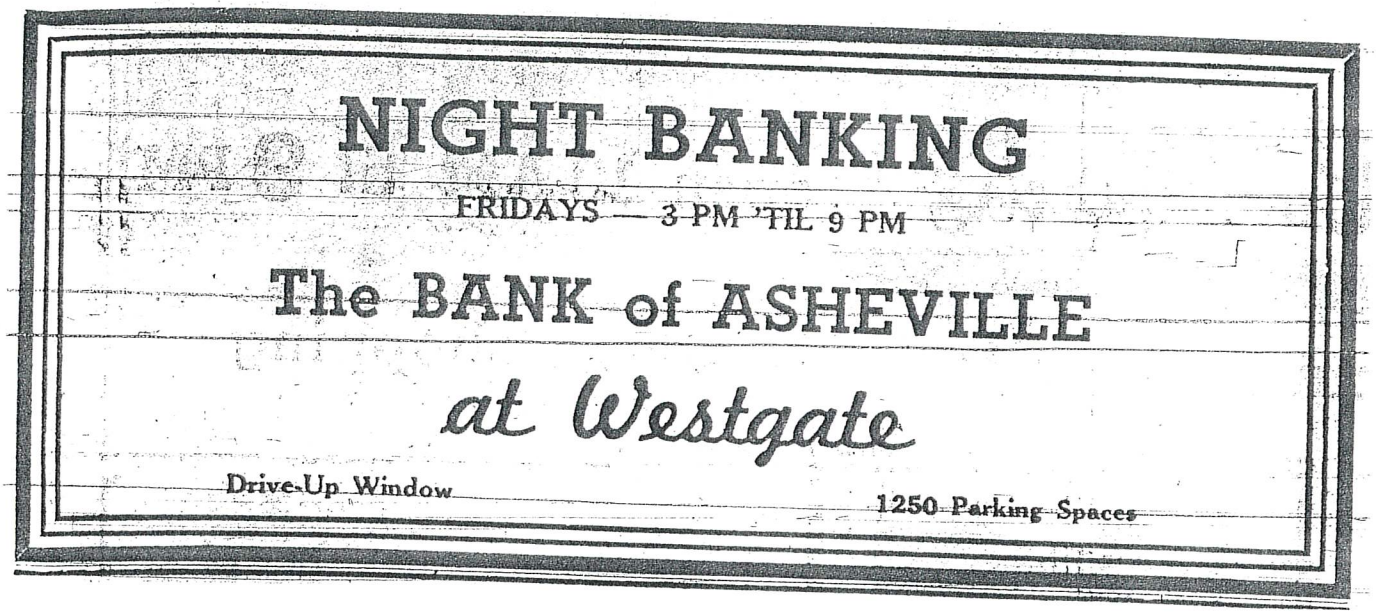
The Impala Sport Sedan—one of Chevrolet's full series of Impalas for '59.

see your local authorized Chevrolet dealer

PARKLAND CHEVROLET COMPANY, INC.

50 COXE AVENUE Dealer License No. 796 - 796A ASHEVILLE DIAL AL 2-3521

N. C. Manufacturer's License No. 118



Asheville Citizen December 3, 1959

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Serving WNC Since 1870 Sunday, July 17, 1960

munford
DO-IT-YOURSELF STORES

DO-IT-YOURSELF
AND SAVE!

Munford Do-It-Yourself Stores, Inc. brings you savings on most all your home improvement and "handiman" needs. See us, no matter how large or small your project may be . . . and save!

INTERIOR RUBBER BASE
PAINT . . . . . **3.95** gal.

LINOLEUM RUGS 9'x12' — — — — — **4.95** ea.

PEGBOARD 3'x4'x1/8" **1.85** a sheet
Also comes in 4'x4' and 4'x8'

LIGHTING FIXTURES No. 507 Porch fixture as low as **1.45** ea.

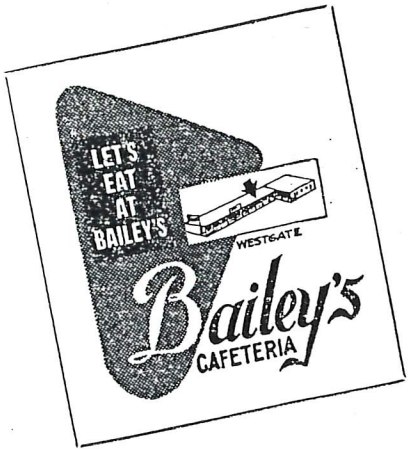
SHUTTERS
6"x20" size, as low as — — — **89c** ea.

Open Noon 'til 9 — Sat. 10 to 6

Phone AL 4-2682

IN ASHEVILLE'S **MUNFORD** DO-IT-YOURSELF STORES Westgate CENTER

BRING THE FAMILY!



For a delicious, well-balanced meal that you can see and select yourself, come to Bailey's!

OPEN 11 TO 2:30 AND 4:30 TO 8:00
6 DAYS A WEEK

IN ASHEVILLE'S **BAILEY'S CAFETERIA** Westgate CENTER

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Serving WNC Since 1870 Sunday, July 17, 1960

ROSE'S . . . built on variety, value & service!

Rose's value and variety are surpassed by none . . . to prove it, come in and visit our air conditioned, self-service store, where you'll enjoy our speedy 5-unit check-out service. M. G. Blankenbeckler is the store manager. Blankenbeckler, a native of Marion, Virginia, began his career with Rose's in 1941 and opened the modern Westgate store in 1956. He is a member of Asheville's First Baptist Church and Kiwanis Club of Asheville.

Rose's is a North Carolina industry with offices in Henderson for the 150 store chain, founded in 1915 by P. H. Rose of Henderson. T. B. Rose, brother of the founder is now President. An unusual policy at Rose's is its generous "Profit-Sharing" plan, enjoyed by ALL Rose's employees.

Come See Us At Rose's Westgate!

150 STORES SERVING 7 SOUTHERN STATES!

ROSE'S

VARIETY AND VALUE

Westgate

OPEN 11 A. M. 'TIL 9 P. M.

•

SAT. 10 TO 6

SHANE'S
Specials
ALL DAY WED.
"Sea Trout" Dinner
$2.29
Served With:
• Crisp Cole Slaw
• Choice of Potatoes
• Delicious Hush Puppies
All You CAN EAT!
ALL NEW Salad Bar
OVER 30 DELICIOUS FIXIN'S
ENJOY SHANE'S HOMEMADE SOUP
TWO FOOD SPECIALS EACH DAY
ASHEVILLE'S FINEST SALAD BAR
BOILED SHRIMP EVERY TUES. NIGHT
Shane's
STEAK HOUSE
WESTGATE SHOPPING CENTER

ASHEVILLE CITIZEN-TIMES, ASHEVILLE, N. C.
Serving WNC Since 1870 Sunday, July 17, 1960

THE "WELCOME MAT" IS OUT FOR YOU!

LAST DAY TODAY!

AT WESTGATE PURE SERVICE

WESTGATE SHOPPING CENTER

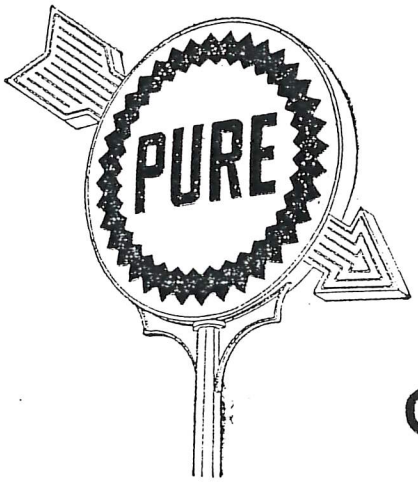
Step in and try our unexcelled

"Royal Welcome Service"

and receive yours (size 21x13)

Free "WELCOME" RUBBER DOOR MAT

As long as they last, with your purchase of 8 or more gallons of Pure Premium or Pure Pep Gasoline.



Westgate PURE SERVICE

WESTGATE SHOPPING CENTER

OPEN 24 HOURS A DAY

COIN-OPERATED LAUNDRY

OPEN 24 HOURS
7 DAYS A WEEK

SAVE TIME

Washing here is better than owning a machine . . . no waiting for a load to finish! Do a week's wash at once!

- 1-LOAD WASH — — — 20c
- 5 MIN. DRY — — — — 5c

WE NEVER CLOSE!

Attendant on duty-service

IN ASHEVILLE'S **WESTGATE LAUNDERETTE** Westgate CENTER

JUST GOOD FOOD! *EVERY TIME!*

That's right! Whether you want a refreshing cup of coffee, a tasty hamburger or a deluxe steak with the trimmings, you'll find it here. Take a "shopper-break". Come see us.

SHORT ORDERS

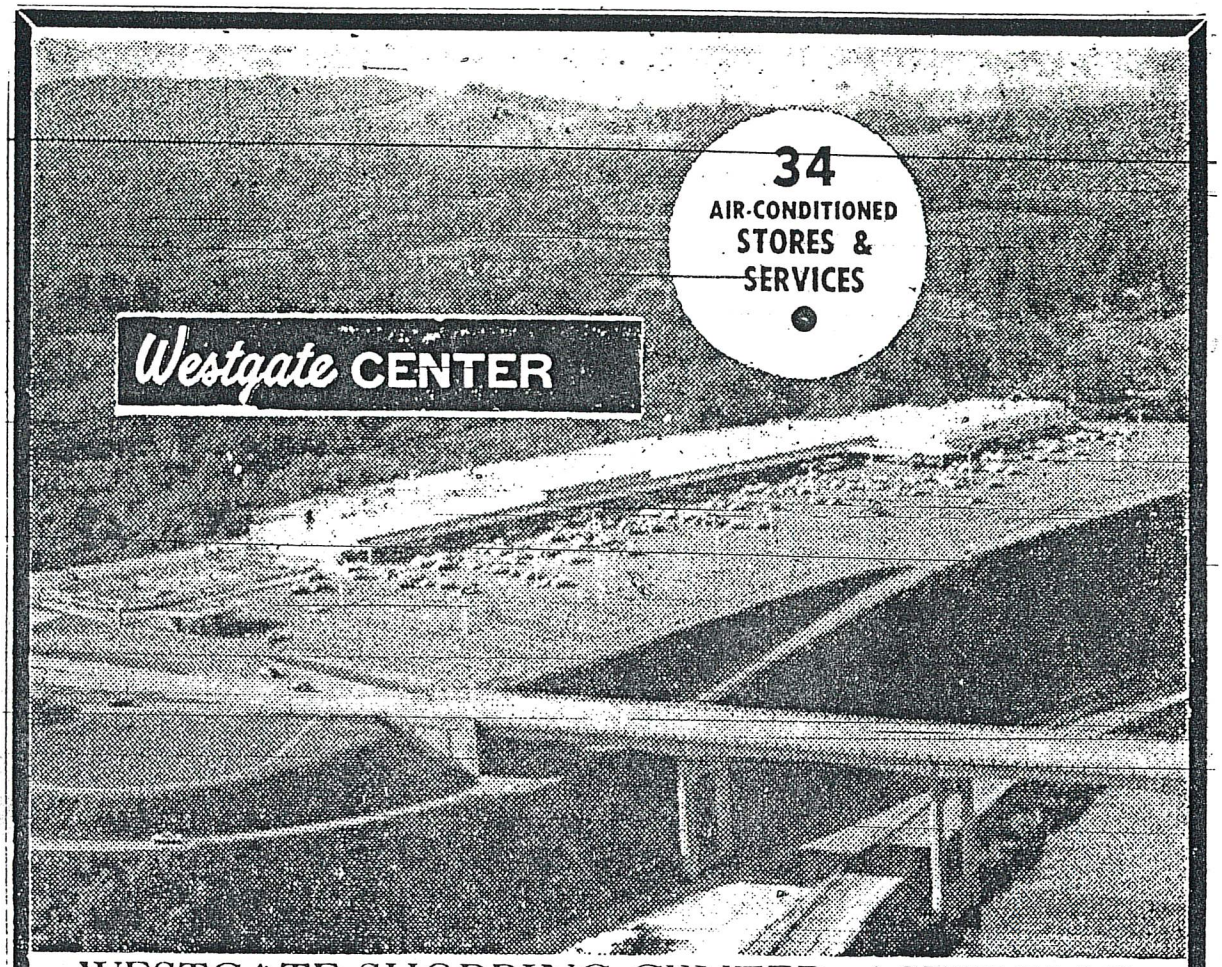
Served with French Fries & Cole Slaw or Lettuce and Tomato

T-Bone Steak — — — 2.25	½ Fry Chicken — — 1.25
Club Steak — — — 1.75	¼ Fry Chicken — — .75
Minute Steak — — — 1.00	½ Fry Oysters (6 Large, Select) — 1.25
Order Chuck Wagon Steak — — — — — .85	½ Fry Shrimp (6 Jumbo) — — — — 1.00
Order Breaded Veal Cutlets — — — — — 1.00	Sea Food Platter — — 1.00
Large Hamburger Steak — — — — — .75	Order Fish (Fillet of Flounder) — .65
Order (2) Pork Chops 1.00	

- Homemade Chilli
- Homemade Pies
- Complete fountain service
- Salads
- Breakfasts

OPEN EARLY & LATE

IN ASHEVILLE'S **DOWNEY'S DINER** Westgate CENTER



WESTGATE SHOPPING CENTER, ASHEVILLE

Serving the "Mountain Vacationland"

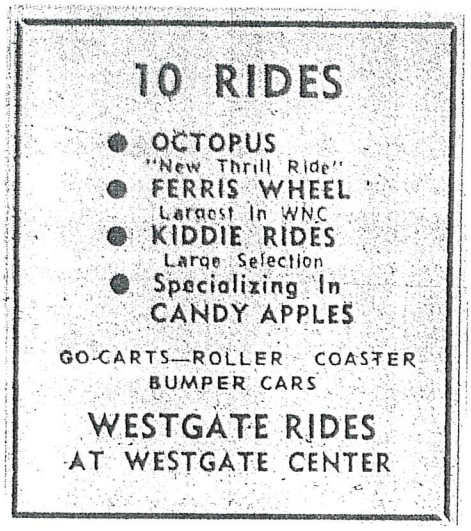
● 1250 FREE PARKING SPACES ● SHELTERED WALKS

These friendly stores & services wish to serve you during your visit to Scenic Western Carolina

Bailey's Cafeteria	I.B.M. Corporation	Tot Town Nursery
Bank of Asheville	Merle Norman Cosmetic Studio	Western Auto Store
Bon Marche	Dr. T. A. Morris, DDS	Westgate Beauty Salon
Diana Shop	Dr. R. G. Patterson (Chiropodist)	Westgate Corporation
Downey's Diner	Phillips Shoes	Hobby & Toy Shop
Eckerd's Drug Store	Rose's	Kiddieville Rides
W. T. Grant Co.	Stanley Home Products	Westgate Launderette
House of Beauty	Tom's Barber Shop	Winn-Dixie

Munford Do-It-Yourself Store

Asheville Citizen June 14, 1964



Asheville Citizen July 5, 1963

OPEN DAILY 10 AM 'TIL 9 PM

1250 FREE PARKING SPACES

Westgate CENTER

- SHOP ON SHELTERED WALKS
- COOL AIR CONDITIONED STORES

34 Modern · Friendly STORES & SERVICES

WESTGATE

HOBBY & TOY SHOP

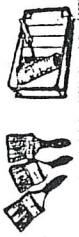
TOYS
HOBBIES
GAMES

Use 1st Union Charge
Dial 254-3906

MUNFORD

DO-IT-YOURSELF STORE

- SPRED SATIN PAINT
- PIONITE COUNTER TOPPING
- CERAMIC & PLASTIC TILE
- FLOOR TILE
- TOOLS & SHUTTERS
- LIGHTING FIXTURES
- UNFINISHED FURNITURE
- TERMITE TREATMENT— (Quarts or Gallons)



"Rental Tools"
Use 1st Union Charge
Dial AL 4-2682

OUR SPECIALTIES . . .

- Choice Roast Beef
- Char-Broiled Steaks

"The two best places to eat . . . home and Bailey's!"

Bailey's

CAFETERIA — WESTGATE

OPEN 11 AM TO 2:30 PM AND 4:30 TO 8

MERLE NORMAN

Cosmetic Studio

FREE BEAUTY Demonstration

Beauty Tips by a trained consultant to make you look Your Loveliest.

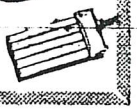
Costume Jewelry by "Napier" & "Whiting & Davis"

OPEN 10 AM 'TIL 9 PM

Roses Variety STORE

- SOUVENIRS
- BEACHWEAR
- SPORTSWEAR

TOYS & GAMES



DIANA SHOPS

Ladies' & Children's WEAR
DRESSES
BLOUSES
SKIRTS
LINGERIE

Beachwear - Sportswear

COIN-OPERATED

LAUNDERETTE AND DRY CLEANING

Attendant On Duty To Assist You
9 AM 'til 9 PM

OPEN 24 HOURS

"Back of Bon Marché"

Phillips SHOES

We can fit the Entire Family

VITALITY
TRIM TRED
HUSH PUPPIES
POLL PARROT
RAND & FREEMAN

WESTGATE RIDES

Tallest Ferris Wheel in Western N. Carolina

9 EXCITING RIDES

DOWNEY'S DINER

BREAKFAST
LUNCH - DINNER

Open 6 A.M. 'Til 9 P.M. Daily

Asheville Citizen July 3, 1964

Westgate Fair Attractions

The Candler Smooth Dance Team performed Saturday afternoon in the parking lot of Westgate Shopping Center as part of the High Country Fair sponsored by the High Country Crafters Inc. In the background is the gigantic orange, yellow, green and red striped hot-air balloon which dominated the skyline over the shopping center. (Staff Photo by Malcolm Gamble)

America's Birthday Party Gets Under Way In WNC

(Related Stories On Page 5D)

Damp, sometimes, but dauntless, residents of the mountain area turned out by the thousands Saturday for the first day of a long weekend celebrating the 200th birthday of the nation.

In Asheville, holiday activity centered on the City-County Plaza where Quality '76 sponsored what amounted to a two-ring circus with a sideshow.

From 10 a.m. clog teams clacked their way through intricate routines. banjos and guitars rang loudly and spirited horses paced and curvetted before admiring crowds.

Clowns clowned, dancers danced and some senior citizens trouped gamely as the Jubilee offered a wide range of entertainment.

Water was a part of it, too. Prominent personalities in the community got dunked repeatedly as accurate throws with baseballs triggered a dunking machine.

Some of the fastest action took place as musicians scurried to get their electronic gear under cover when the rain showers began.

In Biltmore Forest a wayward, although tethered, balloon gave some parents some anxious moments, but the young aeronauts it carried aloft were lowered unharmed to the ground.

At Westgate Shopping Center in West Asheville another captive balloon lured more hundreds to a crafts fair sponsored by the High Country Crafters at which local craftsmen displayed their wares at about 40 booths.

The New West Asheville
Restaurant

WESTOVER INN

"We Serve a Bite or a Banquet"

Pleasant surroundings. A la carte service. Meals by day or week.

We invite you to visit our kitchen. Our sanitary rating for July is 95.5.

Just Beyond the End of the Car Line

747 Haywood Road

New Westside Grill Serves Up American Classics Quickly, But With Style

By CAROLE CURRIE
Lifestyle Editor

Taste Of The Mountains

Just like those cars that aren't your father's Oldsmobile, the Westside Grill on Patton Avenue is not exactly your grandma's home cooking. But who's to quibble when going there is so much fun?

The Westside Grill, a McGuffey's brainchild (but different), is a snazzy, upbeat, noisy diner-style eatery that opened in late August to instant booming business. It is something new, a little different, an entertaining and welcome addition to West Asheville, and servings are ample enough for stevedores.

The grill drew its inspiration from the 1920s-40s style diners that served good quality food at reasonable prices, in quantity and quickly. The sleek art deco decor with its grays, blacks and chrome, neon and accents of red completely transforms the old Shoney's location. It's something more sophisticated than most diners ever were, but evocative of those times, nevertheless.

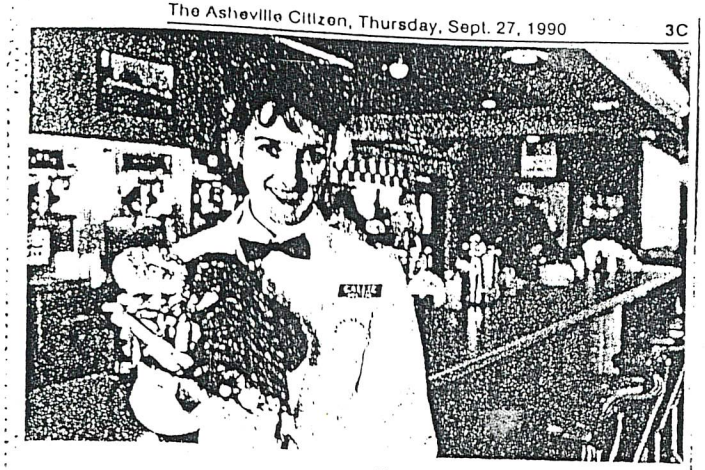
The background music goes from big band through the Beatles, but not much more into contemporary than that. The walls are decorated with wonderful photographs of famous diners from the past, including the old Regas diner in Knoxville, Tenn., from whence the now famous Regas Steak House grew.

The McGuffey's people hope this prototype diner idea can be duplicated in other cities once the idea is perfected. Charlotte is a good possibility for the next one, and the Spartanburg/Greenville area after that.

Servers are young, energetic and casual. Sometimes they form a conga line and go dancing and singing through the diner, inviting customers to join in. But behind their breezy exterior lies a determination to deliver meals quickly. This isn't a place to linger over a quiet, romantic meal. There is a serious attempt to deliver most food to the table within six to eight minutes after it is ordered, making this a good destination for eating within the limitations of a lunch hour.

Slushy machines provide some specialty drinks like the Orang 'o' Tang (a daiquiri-type drink), Long Island iced tea, Margaritas and something called Lynchburg lemonade.

See TASTE, Page 3C



— Staff Photo By DEBBIE CHASE-JENNINGS

Westside Grill

Callie Foreman shows off a plate heaped with the Westside Grill's ribs, skin-on fries and giant biscuit.

Taste

From Page 1C

There is a small bar area, but there's more emphasis here on the food.

The menu, naturally, is American classic with chili dogs, meat loaf, country fried steak, hickory smoked ribs, burgers and more. Big favorites are the daily blue plate specials, most served with homemade mashed potatoes (with a few lumps to prove they're the real thing) or fries. Blue plate specials include pork chops and chicken pot pie, but the runaway favorite is Saturday's Yankee pot roast ($6.95) served with mashed potatoes and stir-fried veggies (broccoli, cauliflower, carrots and snow peas). The skin-on fries are cut daily and fried when they are ordered.

On the night we visited, I had the one-half herb-roasted chicken ($5.95), served with the mashed potatoes and stir-fries — almost enough for two. Among us, we also sampled the catch of the day, the ribs and a burger with fries. The charbroiled burger got highest marks. The ribs that night were a little dry, but others report more moist ribs. The high point of the meal was the biscuit, four to five inches across, crispy top and bottom and melt-in-your-mouth in-between. Some customers have become so addicted to the biscuits that they order one on the side, even if they are having a burger or a salad.

Dessert was an enormous strawberry shortcake in a goblet ($2.95), made the old-fashioned way with fresh berries layered on a split biscuit. The contemporary touch is the topping of low-fat yogurt.

Prices are reasonable, ranging from about $2.95 for appetizers and large salads to $6-7 dollars for most of the entrees. This is the kind of place where you can comfortably get a light meal of an appetizer or go the whole nine yards from salad to dessert.

The Westside Grill is open seven days a week, daily from 11 a.m. to 10 p.m. except Fridays and Saturdays when it is open to 11 p.m. There may be a short wait some evenings, but turnover is rapid, so 15 minutes usually is maximum waiting time.

In addition to cash, Visa, Mastercard, Diner's Club and American Express are accepted.

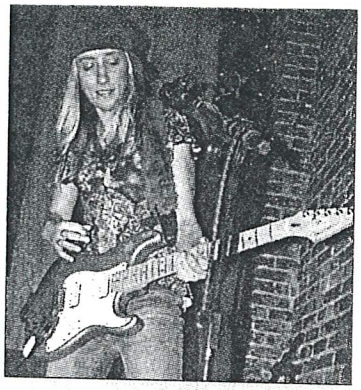
12-7-02

Go West

It's a busy day at the Westville Pub, 777 Haywood Road in West Asheville. First, get some shopping done at the first **West Asheville Holiday Art and Gift Show**, 10 a.m.-6 p.m. and then, stick around for music by the ever-popular **Ghost Mountain Rhythm and Blues Band**, shown above, at 9:30 p.m.

Asheville Citizen December 7, 2002

Asheville Citizen January 2004



Stories well told

Hot young Atlanta rock band **13 Stories** is back for more bouncy original rock tonight at the Westville Pub, 777 Haywood Road. In their first show here a few months ago, they really revved up the house, so hang on to your hat and get read to go-go-go to the 1-3 show!

Asheville Citizen-Times June 25, 2005

Serving West Asheville's

AUTO NEEDS

Since 1931

Under The Capable Management of

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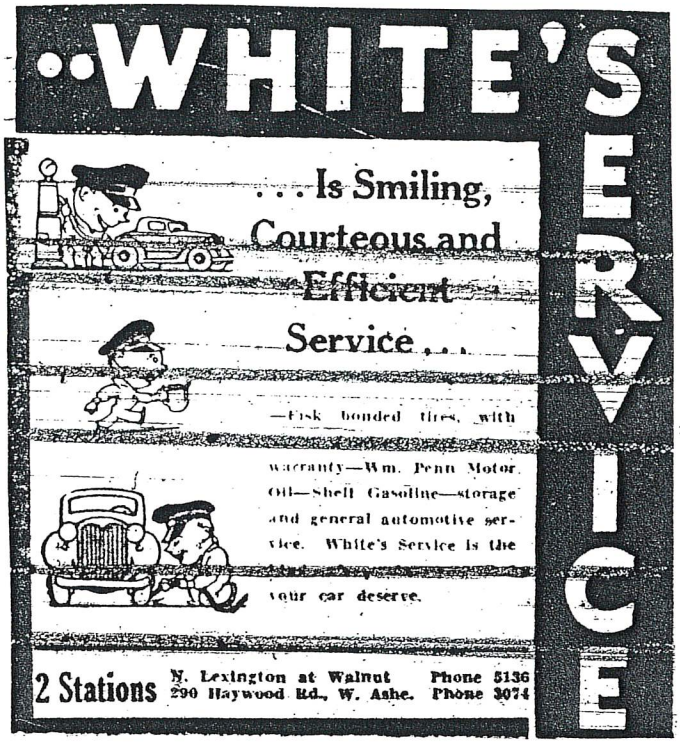
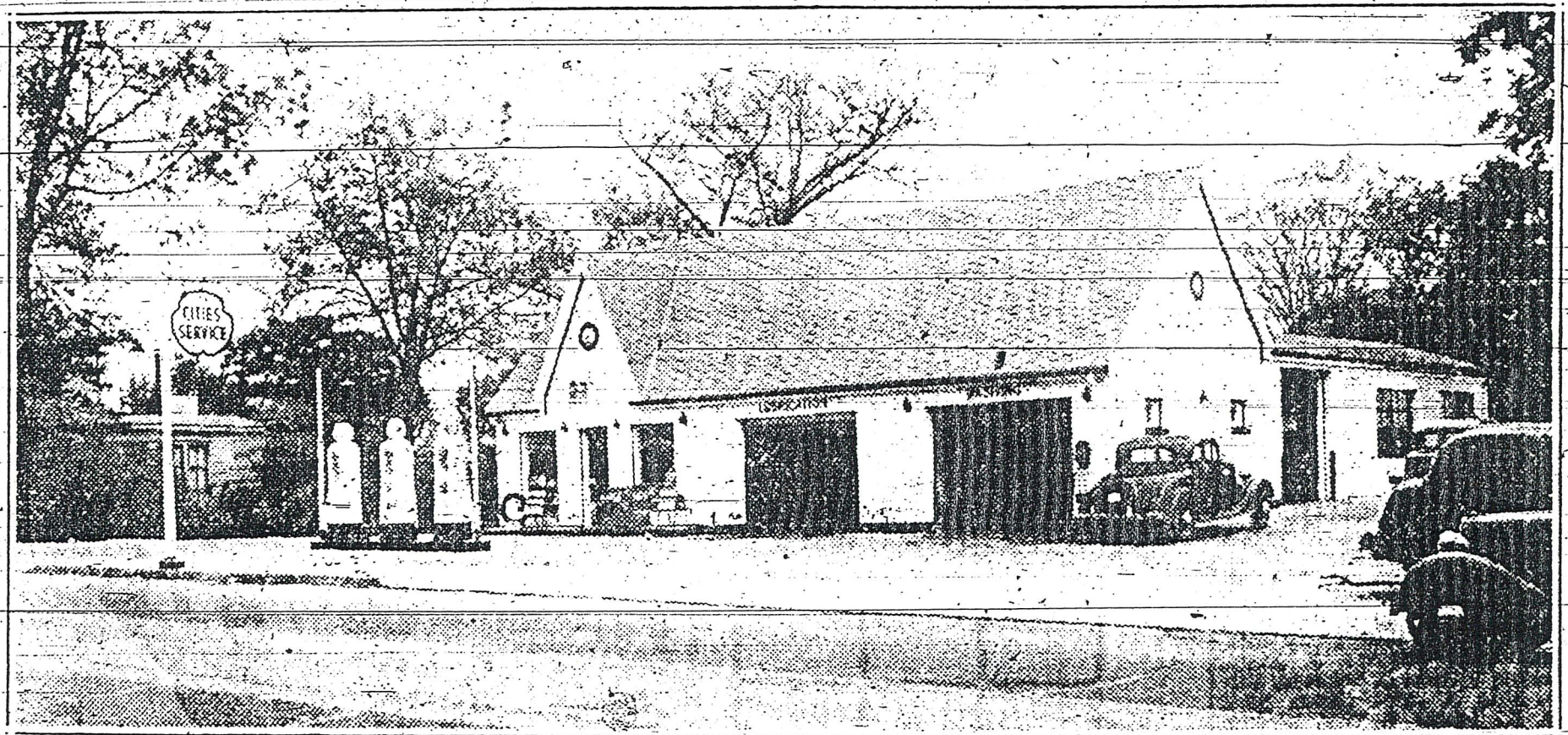
White's Service Station

387 Haywood Road Phone 3074



Asheville Citizen March 18, 1934

White's Service Modern Station In W. Asheville



White's Service recently opened this modern station at 387 Haywood Road in West Asheville. It has every new feature for giving the best of service to the motorist. Wm. Penn motor oils, Cities Service gasoline and oils, McClaren tires and other well known products are handled. Ralph Walls, president of White's Service stated that the motorist who stops at this station will get not only the finest service to be had in the city but only products that are dependable will be handled. The station is located at 387 Haywood Road.

Asheville Citizen June 7, 1937

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FARMER!

WHITE'S
SERVICE

24 - HOUR
Steam Heated
STORAGE

Cities Service
GASOLINE

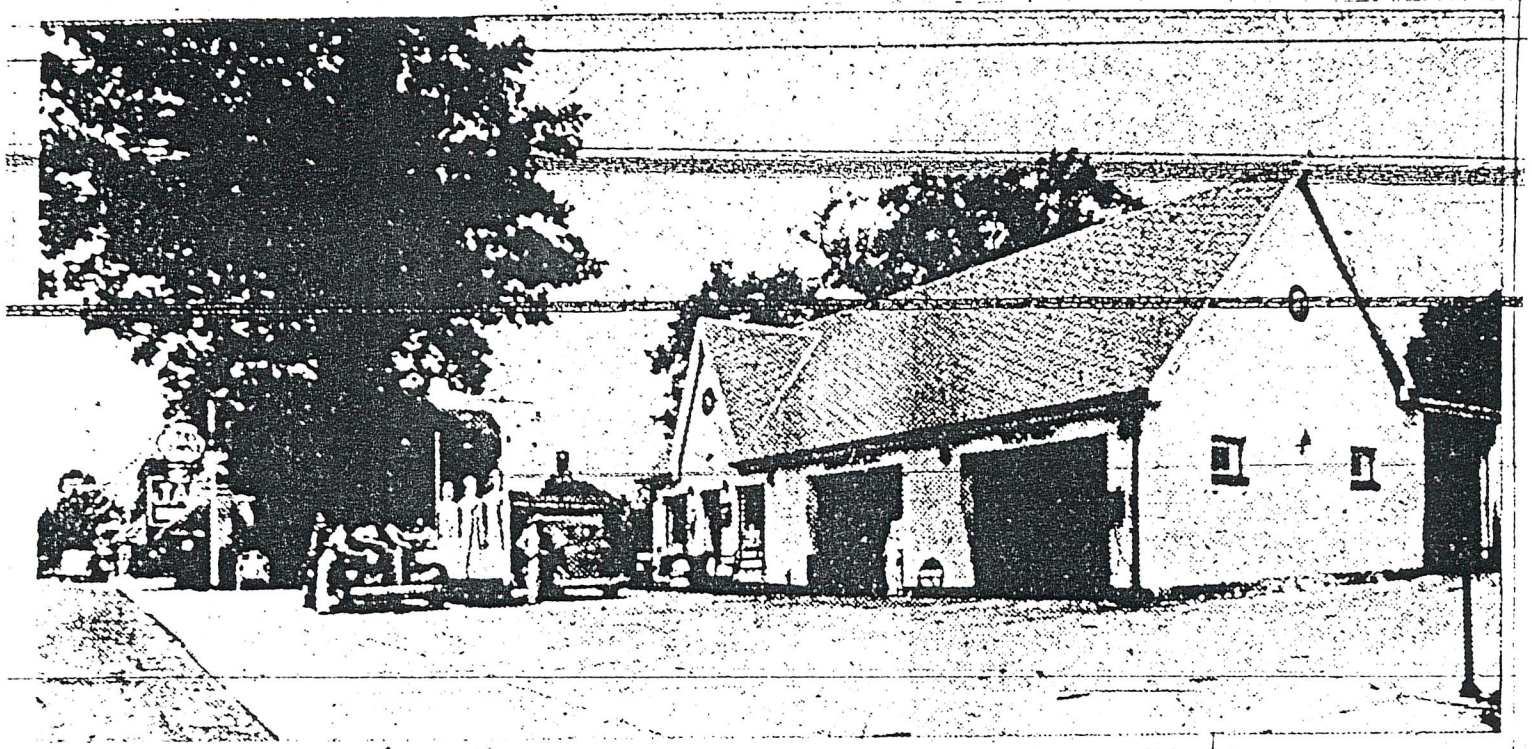
McCLAREN TIRES

WM. PENN MOTOR OILS

WHITE'S SERVICE
Walnut at Lexington

NO. 2
387 Haywood Road

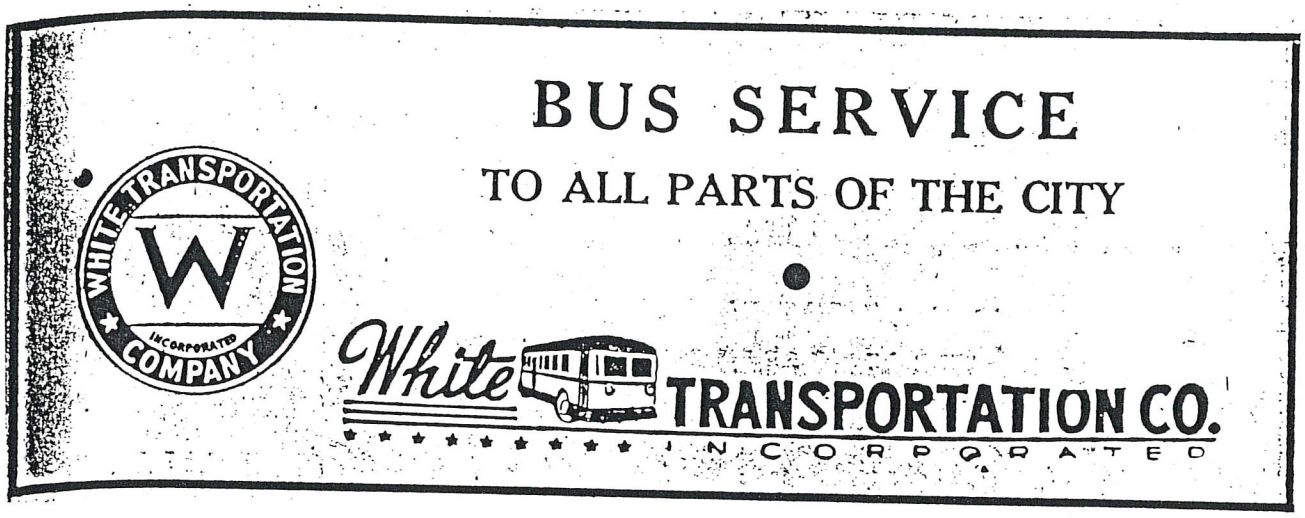
White's Service At 287 Haywood Road



This photograph shows the handsome exterior of White's Service, incorporated, in West Ashville which houses one of the most complete auto service plants in this section. In addition to all the regular services of washing, greasing, oil and gas, this firm has recently added a complete American mold recapping plant which is said by many experts to be the finest of recapping machinery. W. Ralph Walls, is president of White's Service, incorporated and operates a modern service plant at Lexington and Walnut streets.

Asheville Citizen July 31, 1939

West Asheville News July 23, 1943



Asheville Telephone Directory, 1945-46

Phone 4164 Night Phone 5332

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Congratulations

To

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We are proud to have installed the plumbing in his fine new store.

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Asheville Citizen September 13, 1938

WILSON PLUMBING CO.

PLUMBING -- HEATING

GENERAL REPAIRING

227 HAYWOOD ROAD PHONE 1400

WINTER SEAL OFFERS COMPLETE HOME IMPROVEMENT SERVICE

"We take pride in manufacturing and installing the finest aluminum combination storm windows and doors," said Frank Taylor, owner-manager of Winter Seal of N .C., located at 424 Haywood Road in West Asheville. "We make a quality product," he continued, "using only the best grade of Alcoa extruded aluminum for strength and durability."

TAYLOR

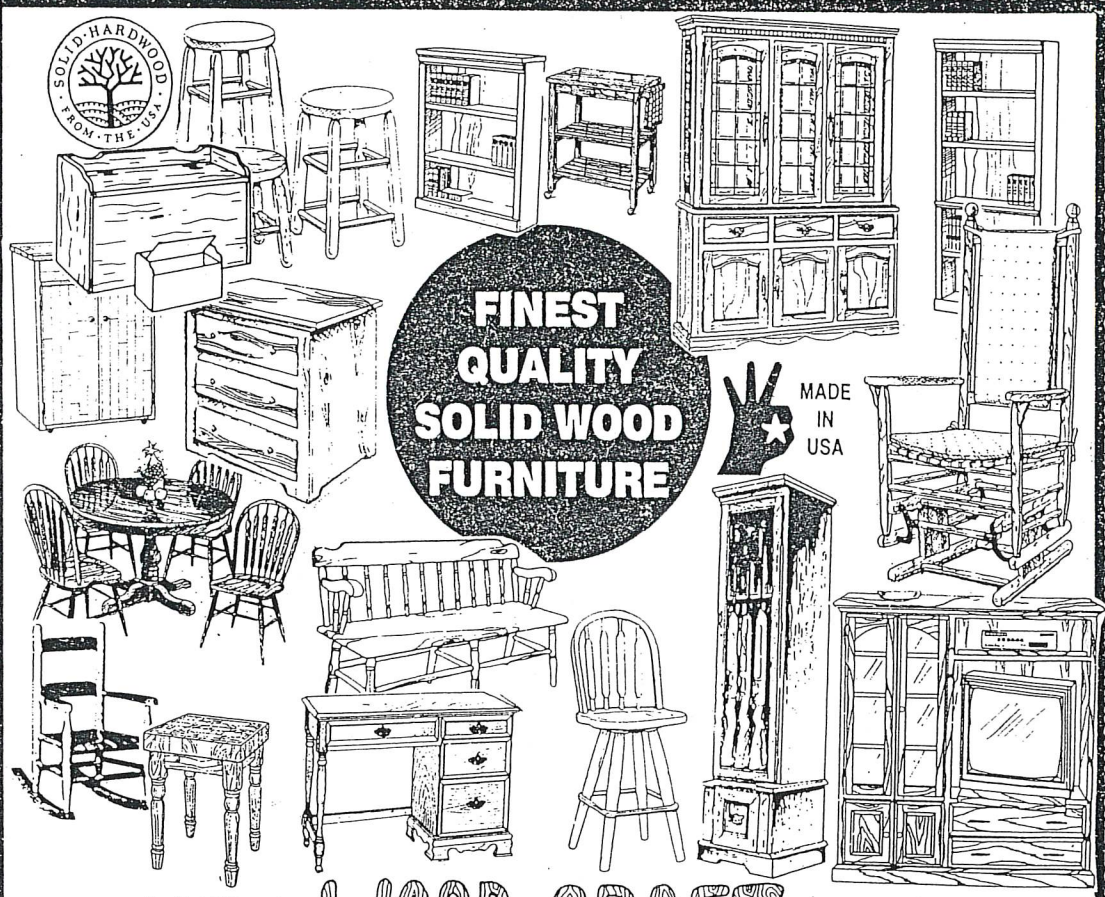
Winter Seal of N. C., in addition to manufacturing storm windows and doors, also does roofing, siding and insulation.

The firm employs 5 skilled plant and service men, and 5 salesmen.

Winter Seal is a local firm in business for 4 years at 424 Haywood Rd. Dial AL 3-5181 for free estimates.

Asheville Citizen December 15, 1960

BEST SELECTION OF UNFINISHED FURNITURE IN W.N.C. AT THE LOWEST PRICES



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The Home of
THE REAL LOAF BREAD
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"Goodness How Good"

And Fresh to the Last Bite

REAL LOAF BREAD AND CAKES

WHOLESALE—RETAIL

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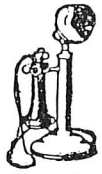
West Asheville, N. C.



WOODY
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2350
448 HAYWOOD RD.

"Goodness How Good"

Fresh to the Last Bite
We Specialize in Party Cakes

Ask Your Grocer For

Real Loaf Bread and Pies

(B-17)

Asheville Telephone Directory, 1930.
Woody Brothers Bakery, 448 Haywood Road.

ASK YOUR GROCER FOR WOODY BROS.

REAL LOAF BREAD

Fine for camping trips and unexcelled for home use. You'll like the fine even texture of this Bread.

PIES, CAKES, PASTRY

WOODY BROS. BAKERY

448 Haywood Road, West Asheville Phone 2350

West Asheville News

"GOODNESS HOW GOOD"
FRESH TO THE LAST BITE

Ask Your Grocer for
REAL LOAF BREAD AND PIES

Baked by

Woody Brothers Bakery

We Specialize in Party Cakes
Telephone 2350 448 Haywood Road
WEST ASHEVILLE, N. C.

Ballard, John H., 100 Montana Ave. Ave.

Woody Brothers Bakery

"Goodness How Good"

Fresh to the Last Bite

We Specialize in Party Cakes, Real Loaf Bread and Pies

TELEPHONE 2350

448 Haywood Road West Asheville, N. C.

Congratulations

To

J. L.
LAWRENCE
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Like All First Class Grocers, J. L. Lawrence sells . . .

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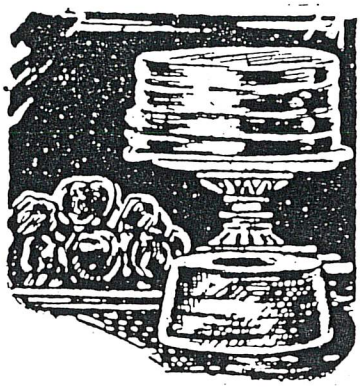
Asheville Citizen September 13, 1938



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WE SPECIALIZE IN PARTY CAKES

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Call **2350**

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Asheville City Directory, 1947

ALWAYS FRESH
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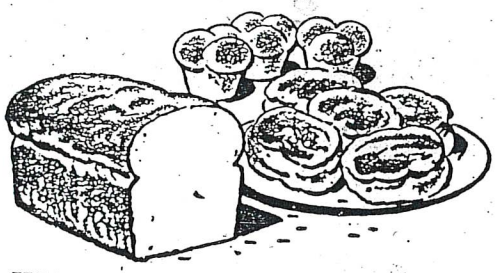

WOODY BROS. BAKERY
REAL LOAF BREAD
AT YOUR FAVORITE GROCERY
448 Haywood Road Phone 2350

West Asheville News

Woody Brothers Bakery
"Goodness How Good" Fresh to the Last Bite
REAL LOAF BREAD AND PIES
We Specialize in Party Cakes
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174 Montana Ave. (WA) Tels. 2-3635 and 2-0130

428 Haywood Road, ca. 1941. Percy Yarborough and my dad, Lan Sluder, owned this Willys Americar dealership. An Americar can be seen through the showroom window -- the car on the street in front is a 1939 Ford. The "Schlitz" building is gone, but 428 still stands and is now home to a letterpress studio, a book binder, and other shops.

A. M. YOUNG

Dealer in Groceries and Provisions

Phone 409 393 Haywood Road

WEST ASHEVILLE, N. C.

From "The Skylander", West Asheville School student publication, May, 1922

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YOUR NEIGHBORHOOD SODA SHOP

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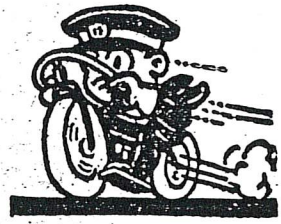

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Asheville Citizen October 6, 1960

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Your Fabric Shop, 753 Haywood Road, West Asheville, is owned and operated by Mrs. Hallie Smith.

The firm specializes in first quality materials for home sewing. Your Fabric Shop has an excellent dress making and alteration department.

MRS. SMITH

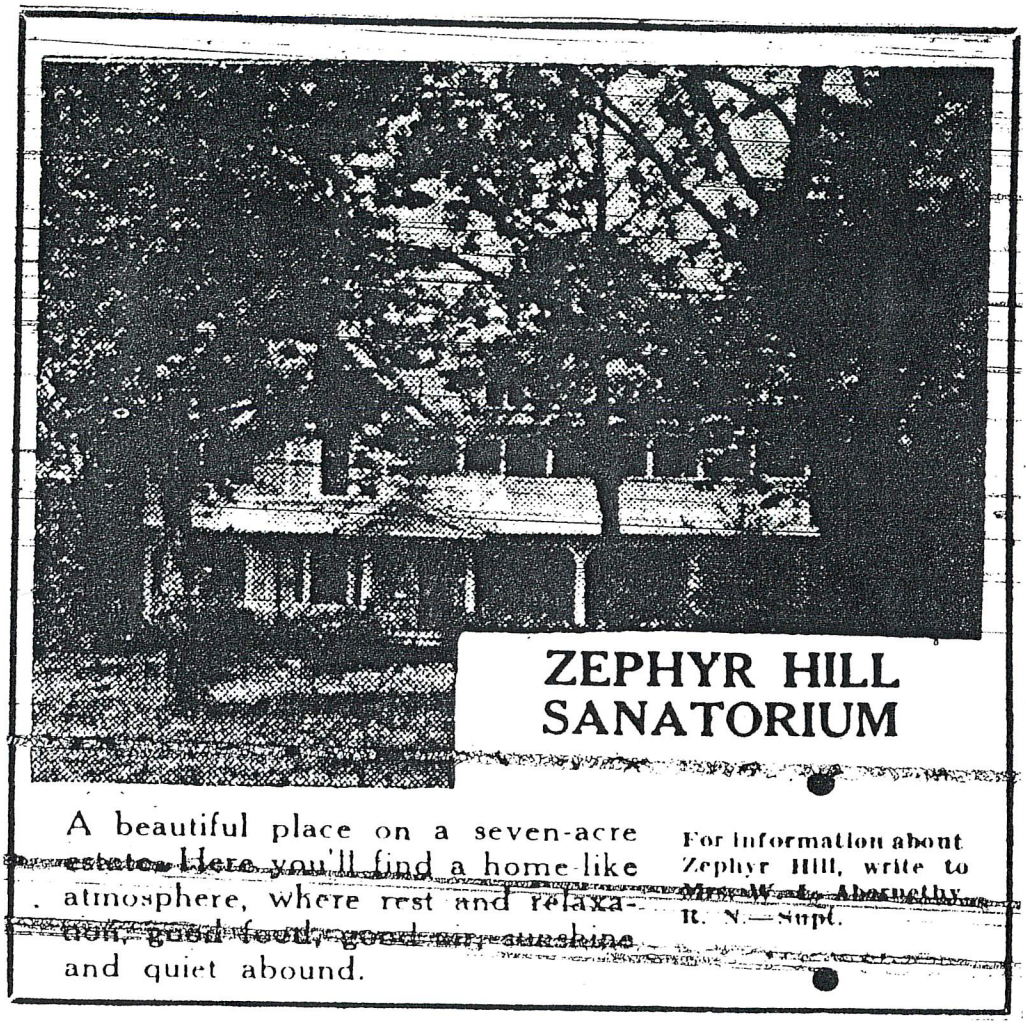
Mrs. Smith stocks the latest styles and colors in fabric including these well known brands: Burlington, Rolmar and Milliken. For spring and summer sewing your Fabric Shop will stock Fabrex, Cohama, Wamsutter, Emanuel Roth and others.

Mrs. Smith resides at 1 Shelbourne Road. She is married, has two sons, one attending Mars Hill College, another at Hall Fletcher. She is an officer in the Eastern Star, attends the West Asheville Baptist Church, and enjoys working for community fund raising drives.

For eight years prior to opening the shop, Mrs. Smith was employed by the City of Asheville.

(Mrs. Smith's photo by Allen of Asheville).

Asheville Citizen December 15, 1960



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A beautiful place on a seven-acre estate. Here you'll find a home-like atmosphere, where rest and relaxation, good food, good air, sunshine and quiet abound.

For information about Zephyr Hill, write to Mrs. W. L. Abernethy R. N.—Supt.

Asheville Citizen March 18, 1934